

The National CLEANER & DYER

FIRST IN THE DRYCLEANING INDUSTRY SINCE 1910



SELF-SERVICE at Head, Ltd., Croydon, England. Volume at store using new system jumped 41 percent in past year. Only ties, gloves, etc., are picked up at counter. Report on possibilities of remarkably successful though seldom used system on page 71

How new system cut labor cost on shirts.....Page 38

Cleaner tests solvent temperature control.....Page 40

Planning for some-day drive-in service.....Page 52

JANUARY, 1955



Don't forget

always precoat
your filter with Hyflo

A good precoat of Hyflo pays off because it prevents dirt and lint from clogging the screen . . . simplifies cleaning later. Johns-Manville Hyflo* is the high speed filter powder that makes solvent recovery almost automatic.

It always removes insoluble impurities, never removes active detergent.

Hyflo works with every type of system, filter or solvent. Most cleaners have depended on it ever since it revolutionized drycleaning methods 32 years ago. If you are not already using Hyflo, write today for name of your dealer. Address Johns-Manville, Box 60, New York 16, N. Y. In Canada, 199 Bay Street, Toronto 1, Ontario.

The complete filter powder
service for drycleaners

- **J-M Dealers**—there's one nearby, ready to serve you
- **J-M Drycleaners Handbook**—ask your dealer for the new 7th Edition
- **J-M Engineers**—for help on your operating problems
- **J-M Drycleaning Laboratory**—for expert study of the latest cleaning methods

*Trade mark reg. U. S. Pat. Off.



Johns-Manville

HYFLO

the filter powder for charged system cleaning

now
advertised in **2** great magazines...



And



bringing
the story of
**LINT-FREE
CLING-FREE**
dry cleaning to
every American
family!

SALES AIDS

TO HELP YOU SELL!

1. NEWSPAPER MATS ... in 3 sizes!
2. WINDOW BANNERS ... colorful, eye-catching!
3. GARMENT TAGS ... tell the complete story!
4. RADIO AND TV SPOTS stimulate business.
5. PUBLICITY RELEASES ... for your local use.
6. DECALS ... identify your plant with this consumer campaign.
7. SUGGESTIVE SELLING IDEAS ... create new business.

**NO MORE LINT!
NO MORE CLINGING!**

When your dry cleaner uses amazing new... *Buckeye Clean-charge*[®]

for brighter cleaner clothes insist on Lint-free Cling-free cleaning completely safe and effective on all fabrics and on all colors

Your cleaner is your clothes' best friend

It's new... a miracle process! Now all fabrics... from dark, soft finished woolsens to new synthetic "man-made fibres"... can be dry cleaned through the Buckeye Clean-Charge[®] process with this amazing result: the fabric actually repels lint... even minute lint and dirt particles. The fibres themselves are cleaner, and stay cleaner... colors and patterns remain bright and fresh looking longer. Fabrics are re-textured and troublesome "clinging" static is removed. The Buckeye Clean-Charge[®] process has been tested and approved by leading independent laboratories. Send your dry cleaning to the progressive cleaner in your community who features Lint-free Cling-free cleaning!

ask for **LINT-FREE, CLING-FREE** cleaning!

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This gigantic promotion is beamed directly to your customers... **HERE'S THE STORY:**

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Contact your Buckeye jobber for BUCKEYE CLEAN-CHARGE[®].

WRITE FOR COMPLETE PROMOTIONAL KIT on the new LADIES HOME JOURNAL CAMPAIGN and the LIFE PROMOTION!



Producers of Quality Products Since 1844

BISHOP'S FASTEST HANDLING METHOD

CUTS

COSTS

IN HALF!

BISHOP CLOTHES CARTS

PATENTED

Speed unfinished garments from marker to cleaner, from tumbler to spotter to pressers, up to 50% faster. Eliminate space-wasting tables and bulky unwieldy baskets. Employees work directly from these carts without stooping or bending...turn out more pieces per hour with less fatigue, because garments are not wrinkled from be-

IN 1/2 THE TIME



FROM TUMBLERS



TO SPOTTERS



Garments lie flat, easy to finish, always within reach—no stooping or bending.

TO PRESSERS



ing crumpled in a basket; instead, they lie flat on the cart for easier, faster finishing. These fireproof, all-steel carts roll smoothly, effortlessly; turn in their own length. For best results, use in multiples (smallest plants need minimum of 3; larger plants use proportionately more).

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Only **\$29.50** each

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PATENTED

Perfect sorting method for every plant, regardless of size. Fits any system. Bishop reels replace old-fashioned straight racks for assembly. As finished garments reach assembly department, operator sorts into numbered slots corresponding to last two invoice or tag numbers. All parts of order thus automatically come together, are sent as a unit to the bagger. Operator stands in one spot to handle one reel or more...

IN 1/2 THE SPACE



Number changer on reel rim lets numbers read 01 to 51, or 51 to 00, or 01-51 to 50-00 as required.



assembly slots come to her. Reel turns at a flick of the finger, at exact speed desired. Cuts assembly space in half...saves 25 miles of walking per assembler per day. No tiresome, costly carrying of heavy garments...no crushing of finished work...no loss and "burying" of garments. No installation or maintenance cost. Can't tip or sag; may be moved easily when desired.

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Invoice Clips, set of 50.....\$9.50

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FOR 1/2 THE COST

50% MORE orders bagged per hour, with less fatigue, in less space.



erator bags more garments faster, in less space, with no walking, no reaching, no lifting. Eliminates slow, tiring motion of pushing bag up on a suspended rod; keeps bags clean, uncrumpled, untorn. Set unit wherever desired; moves easily to new location if required.

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FLATTENED, LIGHT
RAYS SCATTER
AT MANY ANGLES
INSTEAD OF ONE
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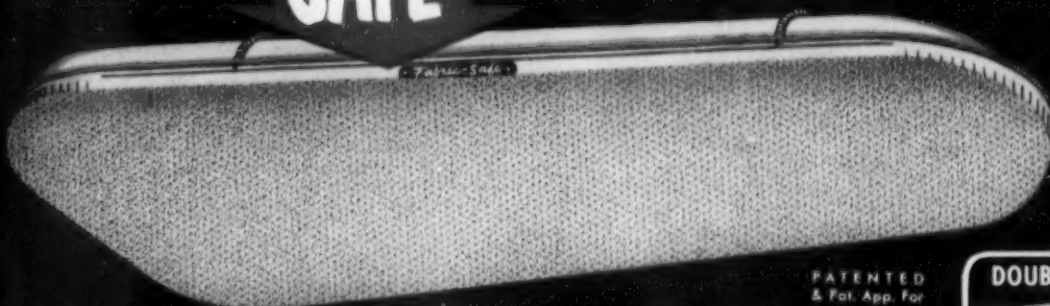
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WITH CAT-TONGUE TEXTURED SURFACE FOR WOOLS

Engineered for

SAFE

finishing of Heat-Sensitive Synthetics



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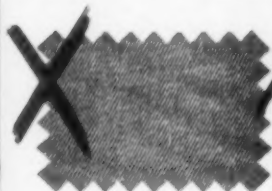
PRESSES QUICKER—EASIER—BETTER—AT LOWER COST

DOUBLE PLATE



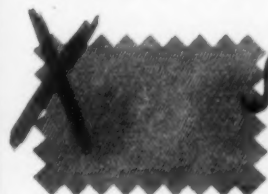
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Solves Your Finishing Problems



Moiré IS NOT IMPARTED
with *Fabric-Safe*

With *Fabric-Safe*, you automatically avoid creating "wavy" or "watermark" patterns on the surface of ribbed fabrics such as twill or grosgrain.



Steam Marks CAN'T OCCUR
with *Fabric-Safe*

Exclusive doubleplate construction prevents hot jets of steam shooting direct from presshead onto fabric to cause "nickel spots." Steam is spread uniformly.



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Sensational textured surface and steam diffuser of *Fabric-Safe* combine to prevent major causes of shine. New garments stay new-looking longer...even old garments look better.

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New surface, new construction,
new performance. Obsoletes
all previous methods. Produces
unequalled quality...cuts
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duction 30% or more.

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Ask for a
DEMONSTRATION



Seeing is believing!

When a *Fabric-Safe* Doubleplate
is put on your presses, you can
SEE how easily your operators
get finer quality finishing...

STOP Customer-Turnover...
STOP Labor-Turnover...

ORDER *Fabric-Safe* FROM YOUR JOBBER

Davis SPECIALTIES, INC.

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CHICAGO, ILL.

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The National
CLEANER & DYER

VOLUME 46
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1955

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CONVENTIONS

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Scene: Bedroom. Time: 7:00 a.m. Action: Man takes suit from closet and proceeds to put on trousers. Tries to put change in side trouser pocket. Hand gets stuck. Pulls hand out, profanely notes laceration, inverts pocket, and notes identification tag stapled to side of pocket with two huge staples. Figures that marker was taking no chances on tag coming off. Tries to remove staples with fingernail. Nail snaps. Next tries nail file. Success.

Pliers, Please

Takes up vest, looks warily for tag, puts vest on, is stabbed in back. Takes vest off murmuring dirty words. Grabs nail file again and stabs back.

Takes up coat, checks for tag, puts coat on. Puts wallet in inside breast pocket. Chokes and turns red in face. Tears off coat, snatches file again and gouges wildly at staple prongs.

Goes into kitchen, snarls at wife that eggs are cold, kicks child, and slams out of house.

The above incident is only slightly exaggerated. It happened to me this morning. My wife explained that she sent the suit to a new cleaner in town to try him out, and promised faithfully never to go back to him again.

Maybe I'm unduly prejudiced about tags that cleaners fail to remove. If all of this particular cleaner's customers felt the same way about him that I do, he'd be out of business already. I am sure of one thing—it costs practically nothing to remove tags at the plant. Even the lowest-price cleaner can afford to remove them. The annoyance caused customers who have to grapple with the things every time they put on a freshly cleaned garment must be costing the industry hundreds of thousands of dollars a year.

Enough of this carping. At least anybody in this country can buy a decent cleaning job at a reasonable price, even if he has to break his nails on the tags once in a while.

A very interesting series of articles by the noted correspondent, Marguerite Higgins, is now running in the *New York Herald Tribune*. Miss Higgins reported the other day that the capital city of a nation that has made unbelievable technological advances in the past few years does not have a single dry-cleaning plant. Anybody in Moscow who wants to have a suit or dress cleaned has to send it out of the country or clean it himself.

It's high time that the Russians invented drycleaning, isn't it?—Phil Greene

It's high time that the Russians invented drycleaning, isn't it?—Phil Greene

Untapped

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than you could purchase
individually

CONVENIENCE of only one purchase
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quarterly dividend for
scores of securities

*Your Jobber is your
Plant's Best Friend*

When you buy supplies
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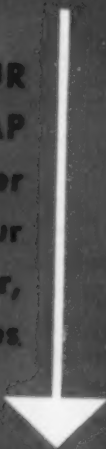
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wholesale purchases and quick
turn-over of inventory

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and only one monthly statement
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from your favorite local jobber
for prompt delivery with your
requirements of filter powder,
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ONE DELIVERY • ONE RESPONSIBILITY • ONE MONTHLY STATEMENT

*Published in the interest of jobbers to the dry cleaning trade
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SUPER FAST



"Nothing compares with this new Solvo-Miser"*

— the pace setter in extremely fast reclamation.

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Rarely needs cleaning because convenience and speed of Lint Trap makes operation almost lint-free.

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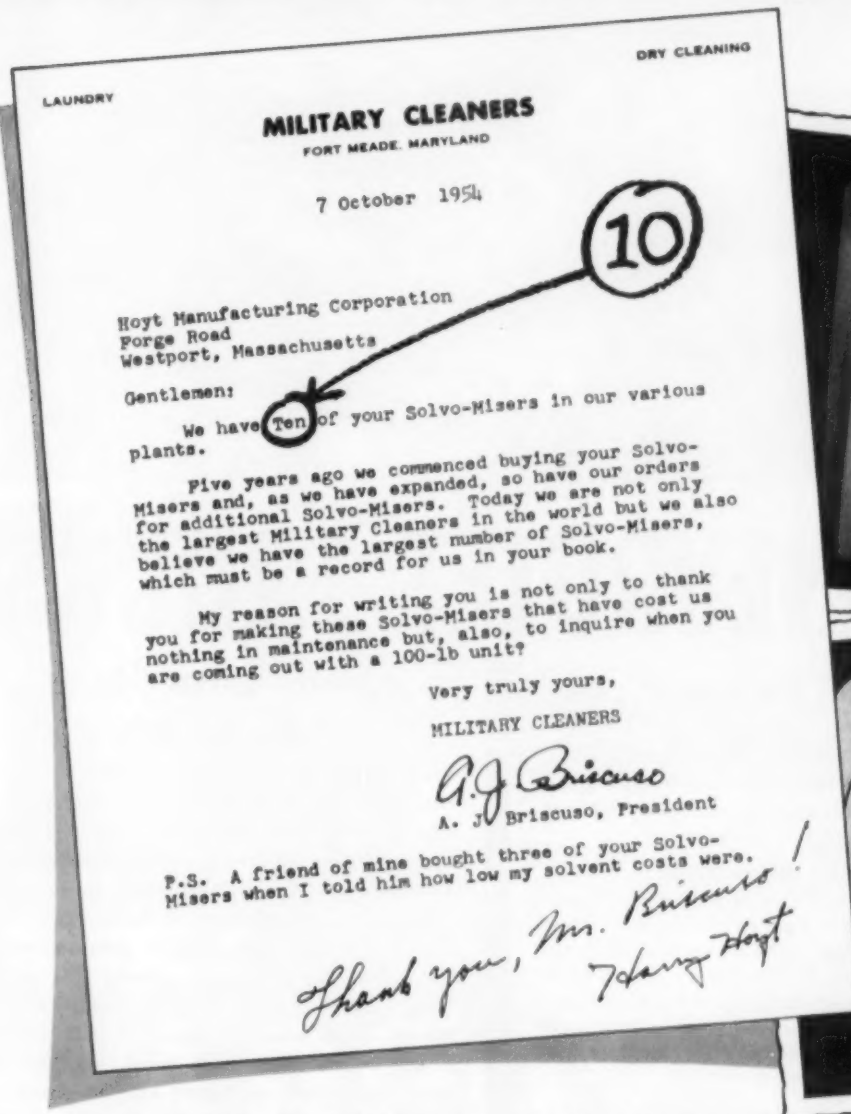
*Statement by nationally prominent executive in cleaning industry (name on request).



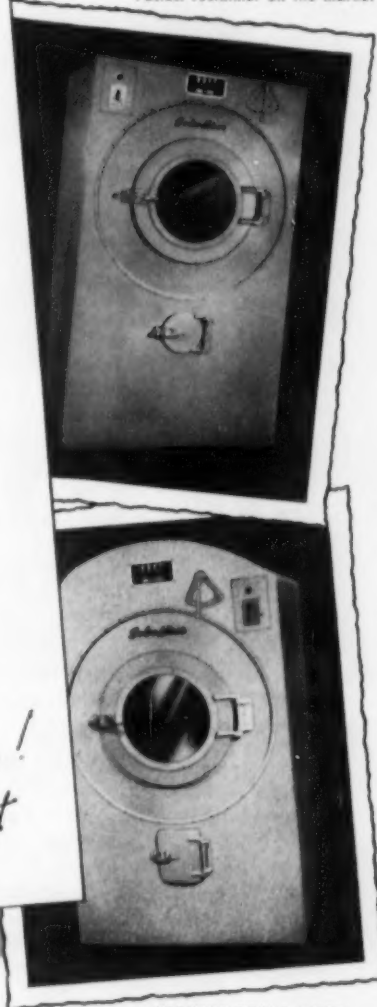
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WHY Solvo-Misers?



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REGULAR SOLVO-MISER
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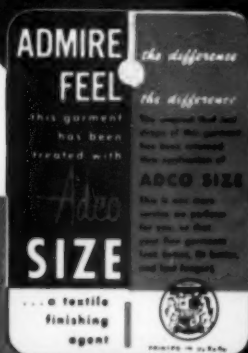
*Optional at extra cost. Ride Control Seat is available on all cabs of 1½- and 2-ton models, standard cabs only in other models. "Jobmaster 261" engine available on 2-ton models, truck Hydra-Matic transmission on ½-, ¾- and 1-ton models.

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in the dry-cleaning wheel...
Give them perfect drape and feel!
So easy to use and economical, too,
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FURNISHED
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10 gallons	4.30 per gallon
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LETTERS to the EDITOR

One Reader's Preferences

To the Editor:

I would like to have as much information as is available on the subject of de luxe drycleaning. I am especially interested in the direct-mail end and other means of promotion. Hints on packaging and any pitfalls encountered so far by other cleaners would also be informative.

I enjoy your good magazine articles and never fail to read cover to cover. More articles on small \$50,000 to \$60,000 per year plants and drive-ins a suggestion, as it is a definite trend in this business.

JACK C. OSMON
Manager,

Terre Haute, Indiana Best Cleaners

More stories on requested subjects coming in future issues.—EDITOR

Commends Industry Survey

To the Editor:

Maybe I do not read the magazines enough. However, this is my first recollection of an article comparable to "Industry Gets 5-Star Rating." [November 1954.] This, in my opinion, is a mighty good article and I would think it would make any dry-cleaner proud of his industry.

Another angle—it would seem to me this would give manufacturers something to think about and so I am wondering if something like this could be inserted about every three or four months to keep cleaners, as well as manufacturers, reminded of what's going on in the industry.

From the standpoint of helping manufacturers sell, it would seem to me there is a good theme for a number of articles on Page 52, third column, "Much of the equipment which was already overage at the end of World War II is still in service."

And then there is another thought—"the prices charged (for drycleaning) could be high enough to cover the cost of operating the inefficient equipment." As you know, quite a number of synthetic drycleaning plants are being installed today because they can be operated more efficiently and at less cost. Likewise, extracting-washers are accomplishing the same thing for already established petroleum solvent drycleaners.

Once upon a time I was editor for our company's house magazine. I was always groping for subjects. Just thought I would pass these along to

you for what you thought they were worth and compliment you on the article, "Industry Gets 5-Star Rating."

NOEL L. COOPERIDER
Assistant Sales Manager
Dry Cleaners Equipment Division
Butler Manufacturing Company
Kansas City, Mo.

Air Conditioning

In the letter which follows, Oscar Nielsen, a prominent Nebraska plant-owner, has outlined his experience with plant air conditioning. We asked him for his views after having heard him discuss the subject briefly in a convention speech. Some of his opinions are controversial, but certainly merit consideration.—EDITOR
To the Editor:

If I can give you any information pertaining to air conditioning I am happy to do so. The drycleaning industry needs air cooling desperately and I feel deeply about it. My enthusiasm, however, should not be construed as to indicate that I am an authority on the subject.

First of all, I wish to correct the impression that I must have left with you that my plant was completely air-conditioned. As I recall, I said in my speech that although I had spent considerably more for air conditioning than my neighbor in the banking business, I felt that my plant was *inadequately* air-conditioned.

Basically, our cooling consists of a water coil unit with humidity drain and ductwork piped to each operator station. We localize our cool air rather than attempt to condition the entire building. We have an exhaust system composed of a 36-inch squirrel-cage fan powered by a 5 hp. motor, and ductwork and canopies over all heat-producing equipment.

All ductwork is made from insulation board rather than metal. Although not as neat in appearance as metal, insulating ductwork is essential, especially on the cooling side. As you know, metal absorbs and radiates heat and for that reason it would be foolish to spend money to cool the air and then heat it up again in a metal duct before it reaches the operator. In the instance, however, where the air-conditioning unit is of sufficient capacity to cool an entire building by dissipation rather than extensive ductwork, then such ductwork could readily be metal. In our setup we have about \$1,200 invested.

According to a recent survey of our

building by a refrigeration concern we would need 18 tons of cooling to take care of the entire building. We are operating at about 5 tons now with localized air. The investment in 18 tons of refrigeration would be approximately as follows: \$4,200 for the air-conditioning units installed and delivered, and, based upon our present electric and water rates, a daily operating cost for an 8-hour day of \$5.70.

With depreciation and maintenance costs figured in, it all adds up to a pretty expensive proposition. Economically, I know I am not ready for it and I wonder how many cleaners are.

Some drycleaners are using water-washed air or evaporative coolers in an attempt to bring the temperature down. This, according to my thinking, is the wrong type of cooling for our industry. Our finishing rooms are already saturated with humidity from our steam units. Evaporative coolers do nothing but increase humidity and mugg down our nice crisp press jobs hanging on the call racks. The drycleaning industry needs air conditioning that dehumidifies.

In our particular situation we can dehumidify the air with a water coil unit because we are located only one block from the city water well and our water temperature is 55 degrees. Water coil units will not work unless low-temperature water is available. Refrigeration is, of course, the most efficient type of air conditioning.

I would say that *adequate* air conditioning among Nebraska plants is the exception rather than the rule. I can, however, name at least three plants that have better cooling than we have in our plant. Liberty Cleaners at Kearney, Nebraska, has an 8-ton refrigeration unit that is doing a nice job. Modern Cleaners at McCook, Nebraska, has a 3½-ton water coil unit and a 5-ton refrigeration unit which operate together very efficiently. Modern Cleaners at Columbus, Nebraska, has the largest water coil unit I have seen. This unit is supposedly a 12-ton capacity, and unless I am mistaken, is priced reasonably at \$800. This plant has its own well for this unit.

What I have written here is perhaps more than you bargained for but I do not feel inclined to pass over the subject of air conditioning for the drycleaning industry lightly.

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For a preview write
Sec-o-matic Corporation
57 La France Ave., Bloomfield, N. J.



the HAERTEL VAULTMASTER

*Approved by
Underwriters
Laboratories*

**gives you 100% protection
for garment storage**

*For further
information write
for our FREE BOOKLET
"Changing Space Into
Profit", or have our
representative call.*



The Haertel Vaultmaster is a complete unit which controls temperature, humidity, fumigation and ventilation—complete vault conditioning in one package. And it's all automatic . . . you just set the thermostat and humidistat and the Vaultmaster automatically maintains proper temperature and humidity. The Vaultmaster also contains a complete fumigation unit and provides filtered ventilation following fumigation. Everything you need for complete garment storage protection. Furthermore, the Vaultmaster is factory assembled . . . it is necessary only to provide water and electricity. Protect the garments in your vault with the Vaultmaster—the unit providing 100% protection in a single, self-contained package.



WALTER HAERTEL COMPANY

2838 Fourth Avenue South
Minneapolis 8, Minnesota

- ☐ I'm interested . . . send me your FREE booklet "Changing Space Into Profit".
- ☐ I'm very interested . . . have your representative call.

NAME _____

ADDRESS _____

CITY _____ STATE _____



Columbia-Southern[®] **PERCHLORETHYLENE**

excels on every point!

- * **QUALITY.** Manufactured to highest standards, you can be certain Columbia-Southern Perchlorethylene is of consistent top quality and good stability.
- * **EXPERIENCE.** Columbia-Southern has been producing chemicals for over half a century. Personnel are carefully selected and trained.
- * **FACILITIES.** Columbia-Southern's Perchlorethylene plant at Barberton, Ohio, is among the most modern.
- * **SUPPLY.** You can always depend on supply because Columbia-Southern is the world's largest merchant producer of chlorine, the basic raw material in Perchlorethylene.
- * **SERVICE.** Distributors have been selected for their alertness, progressiveness, and good service. There is one located near you.
- * **DRUM DESIGN.** The most practical Perchlorethylene drum devised. Saves lifting and struggling; prevents accidents. Can be emptied from the top with centrifugal pump.

See Your Distributor Now!

**COLUMBIA-SOUTHERN
CHEMICAL CORPORATION**
SUBSIDIARY OF PITTSBURGH PLATE GLASS COMPANY
ONE GATEWAY CENTER · PITTSBURGH 22 · PENNSYLVANIA



DISTRICT OFFICES: Cincinnati
Charlotte • Chicago • Cleveland
Boston • New York • St. Louis
Minneapolis • New Orleans • Dallas
Houston • Pittsburgh • Philadelphia
San Francisco

Eaton's





DUBL-DUX

CONCENTRATE



Dry WATER REPELLENT

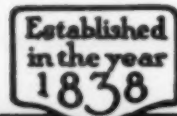
For use on *All* fabrics and with *All* dry solvents

-  Use at the ratio of 1 gallon of **DUBL-DUX** to 20 gallons of any dry solvent.
-  A **DUBL-DUX** Repellent Bath remains completely soluble, without agitation, at any temperature above 45° F.
-  Can be used over and over again without loss of its concentration.
-  100 per cent soluble.

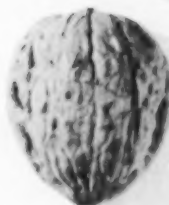
A **DUBL-DUX** Water Repellent Bath retains its complete solubility without requiring daily reheating.

Products of Absolute Integrity


Distributors Everywhere



EATON CHEMICAL AND DYESTUFF COMPANY



WHY GAMBLE?

 If you're ready to perk things up in your silk finishing production, selection of equipment is easy when you check the performance rating of the Excelsior "Air-Operated" Offset Press.

This amazing, different press makes high production and quality possible even with new operators. Convert your present silk finishing units into a one operator, high speed unit with Excelsior's "Air-Operated" Offset Press . . . it pays for itself.

MAKE SURE WITH THE

EXCELSIOR air-operated **OFFSET PRESS***

IDEAL FOR COTTONS, LINENS, SPORT SHIRTS! One Operator instead of Three . . . Excelsior's One Operator Silk Finishing Unit. Send for Literature.

*Also available in manual operation.

Excelsior
MACHINERY CO.
1454 Randolph St., Detroit 26, Mich.



- Handy sleeve buck — swivel mounted
- steam iron located on press for fast, effortless touch-ups
- Automatic control opens and closes head. Vacuum lock for equalized pressure.
- Waist-high controls for tall or short operators

EXCELSIOR MACHINERY CO.
1452 Randolph Street, Detroit 26, Michigan
Gentlemen:

Please send full information and literature on:

- ☐ "Air-Operated" Offset Press
☐ One-Operator Silk Finishing Unit

Name of Firm.....

Name.....

Address.....

City..... Zone..... State.....

SIGNS of the TIMES

Public Service by Drycleaners: An exhibit of imports essential to the industries of Maryland has been displayed in the window of Aberdeen (Md.) Cleaners, sponsored by the League of Women Voters for the United Nations.

Superior Cleaners & Dyers, Clinton, Mass., lent the use of its window to the Clinton Women's Club for an exhibit in honor of National Art Week.

The Greater Columbia (S.C.) Association of Launderers and Cleaners recently passed a formal resolution in support of "Cleaner Air Week," which was proclaimed by Mayor J. Clarence Dreher, Jr., from October 24 to 30. This association has its own smoke abatement committee, which works in cooperation with the city's smoke abatement officials.

Sam J. Heiman, vice-president and secretary of One Hour Valet, Inc., Miami, Fla., has been appointed chairman of the Combined Jewish Appeal campaign of Greater Miami. Previously Mr. Heiman served as chairman of the Business and Professional Division, the major campaign unit.

Richard Ochoa of Owl Cleaners, San Antonio, Tex., is picking up, cleaning and delivering garments for the State Hospital. The service is on the house.

The annual toy roundup for the Salvation Army has got under way in Panama City, Fla., under the sponsorship of Panama City Dry Cleaners Association. Toys are being picked up by drycleaners and are delivered to the local fire department, which makes necessary repairs and distributes them to underprivileged children.

#

Pension Plan for Routemen: In an effort to cut down personnel turnover, several large companies have instituted a pension and retirement plan for their commission salesmen. Commission salesmen, operating as "individual contractors," have generally been excluded from the employee benefits of firms they represent. Although recent changes in the Social Security Act have made them eligible for Federal Social Security benefits, their contributions are made individually and are not on payroll deductions.

In this mutual participation plan, both employer and employee contrib-

ute one-half. Later the employer's cost, which is tax-deductible, is reduced by dividends paid to the company. The plan provides retirement income at 65 for participating salesmen, who must be employed by the company for a minimum of two consecutive years. It applies also to salesmen who are paid a salary plus commission, the general custom in the drycleaning industry.

Further information on this retirement plan is available from The Brennick Company, Inc., 216 Tremont St., Boston 16, Mass.

#

New Fabric Treatments: Two new fabric treatments said to be durable—an antistatic agent and a thermosetting resin—are now available to textile manufacturers.

Niatex Anti-Static Agent AG-1, developed by Carbide & Carbon Chemicals Co., New York, is said to be a durable antistatic material that withstands repeated launderings and drycleanings. It can be applied to all types of natural and synthetic fabrics.

The resin, Emboset NR, is a product of Metro-Atlantic, Inc., Centredale, R. I. It is designed to give nylon and other hydrophobic fabrics a firm, resilient hand that is durable to drycleaning and laundering.

#

Depreciation Discussed: The declining-balance method of depreciation is discussed in a bulletin published in the December issue of the *Journal of Accountancy* by the committee on accounting procedure of the American Institute of Accountancy. The bulletin indicates that a company adopting the declining-balance method of depreciation for newly acquired assets, as permitted under the new tax law, should disclose the change in its financial statements, if depreciation is a "significant factor in the determination of net income."

It further states that the effect of the change should also be disclosed. These recommendations apply when the change is adopted for general accounting purposes.

When the declining-balance method is used for tax purposes only, the committee states that it is not usually necessary to provide for deferred income taxes. The provision is recom-

mended, however, if it is "reasonably certain that the reduction in taxes during the earlier years of use of declining-balance method for tax purposes is merely a deferment of income taxes until a relatively few years later, and then only if the amounts are clearly material."

#

Records Management: No. 1 in the series of Small Marketers Aids published by the Small Business Administration, Washington 25, D. C., is "Records Management in Smaller Stores."

According to the bulletin, records management cuts errors to a minimum and improves efficiency of all paperwork operations. It reduces the overall amount of necessary paperwork, reduces amount of equipment needed to store it, cuts down number of people assigned to paper work, and those records that are created meet definite standards and are easier to use.

Copies of the aid may be obtained free from field offices of either the Small Business Administration of the U. S. Department of Commerce or from the Washington, D. C., headquarters of the SBA.

#

Drycleaning Expenditures: According to Dominion Bureau statistics reprinted from a bulletin of the Canadian Research Institute, Saskatoon, Sask., is the leading Canadian city in drycleaning expenditures with \$14.15 spent per capita in a year. Edmonton, Alta., is second with a per capita expenditure of \$12.65 per annum.

Here are the figures for some of the Ontario cities: Hamilton, \$8.37; London, \$7.11; Ottawa, \$7.46; Toronto, \$8.35; St. Catharines, \$7.40, and Windsor, \$9.66.

#

For Alterations Department: A bulletin on tailoring men's Orlon garments has been issued by Customer Service Section, Textile Fiber Department, E. I. du Pont de Nemours & Co., Inc., Wilmington, Del. While this bulletin (CSB-OR-36) is preliminary, it contains all information available to date. Du Pont states, on special techniques required for cutting, sewing and finishing Orlon garments.

Star of the Month

RELIABLE

better-looking

FURS

this year with

**RELIABLE
FUR CLEANING
and
FUR STORAGE**

Debbie Reynolds
co-starring with
Jane Powell
Tony Martin
Vic Damone
Walter Pidgeon
in M-G-M's
Clemenceau
Color Musical
"Hit The Deck"

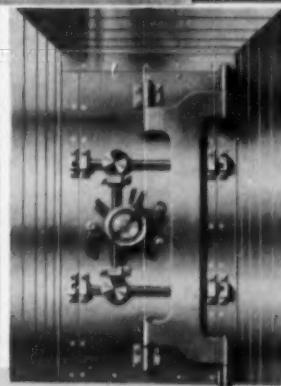


A Reliable Fur Storage Vault is money in the bank! For sheer earning power, no other service produces as much profit per square foot of space. Economical Reliable Fur Storage Vaults are preferred across the nation because the brilliant engineering advances guarantee absolute protection against moth damage, mildew, stale air and high temperatures. An investment that pays for itself in one season.

Be a leader in your community with fur storage...let us plan for you now. No cost or obligation.

"You can Rely on Reliable"

Write direct or consult your Jobber Today!



RELIABLE

RELIABLE MACHINE WORKS, INC.
231 EAGLE ST., BROOKLYN 22, N. Y.

RELIABLE MACHINE WORKS, INC.

231 Eagle St., Brooklyn 22, N. Y.

Gentlemen: Please send me Free details and literature on Fur Storage Vault and Fur Cleaning Equipment.

Firm Name _____

Name _____

Address _____

City _____

Zone _____

State _____

Jobber's Name _____



The new TWO-BATH

Perk-o-matic!

BY PANTEX

a second bolt to rock the industry!

first bolt! The Pantex Hydro-Air Drycleaning Press rocked the industry by its revolutionary design, engineering and performance. And now — to follow the success of the phenomenal Hydro-Air Press, Pantex presents as fine and fresh an approach to “*far superior*” synthetic drycleaning as the industry has ever seen!

second bolt! Pantex now has a sensationally new, *completely automatic*, synthetic drycleaning machine especially designed for two-bath operation. AND — it's so sensational in performance that it will practically eliminate wet cleaning and definitely set new standards of quality drycleaning. Simple, rugged and completely free from vibration, the *new* Pantex PERK-O-MATIC *gives more and asks less* than any other unit you've ever known. Write, wire or call your nearest Pantex office or distributor today . . . because *this is the machine you waited for and always wanted!*



Pantex

PANTEX MANUFACTURING CORPORATION
PAWTUCKET, RHODE ISLAND

When You

SAVE 
**WETCLEANS AND
SPOTTING JOBS**

With

SPRAY SPOTTER

You

SAVE 
**• TIME • DO-OVERS
• FINISHING COSTS
• SHRINKAGE TROUBLES**

HOW YOU DO IT:

Mix 1 gallon Caled Spotter into 4 gallons water. Spray this stock solution on any soiled garments from your washer which you would normally wetclean or hand spot. Then throw them right back in the dry-cleaning wheel with your next normal load.

If You Have No Spray Tank—

Then dip a brush in the same 1-4 solution, brush it over the soiled area, and rinse out in the charge solvent.

AND MONEY IN EVERY DEPARTMENT!

Go modern — use Caled Spray Spotter — handle your clothes less — and save both time and labor! Spray Spotter actually does the work of old-fashioned, time-wasting wet cleans and hand spotting . . . and does it faster and easier!

**FOR ALL CHARGE SYSTEMS —
ALL SOLVENTS**

No skill required — and no brushing. If you have a spray tank. Just get Spray Spotter, follow the easy directions, and see how fast your rehandling problems will disappear.

Instead of Wetcleans and Spotting—Go Modern—With Caled Spray Spotter!




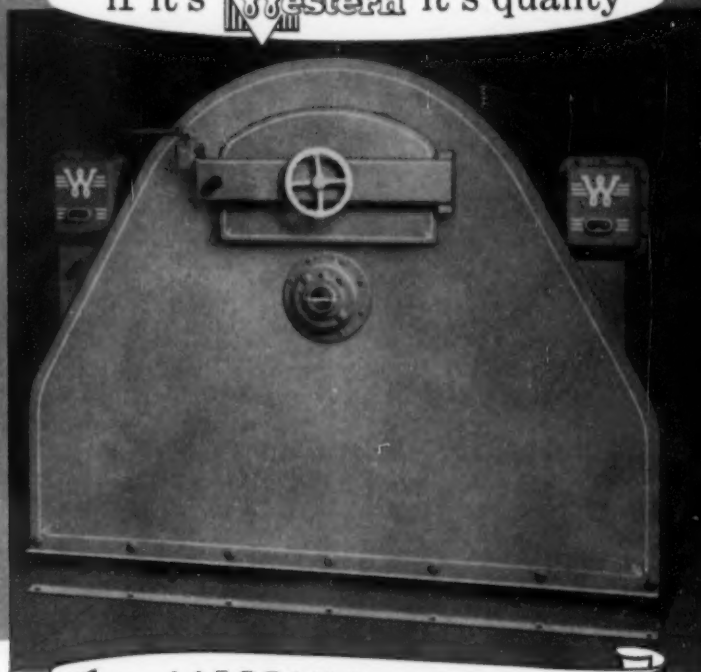
CALED PRODUCTS CO., Inc.
BRENTWOOD MARYLAND

NEW!

Simplified

Combination Washer- Extractor

if it's  it's quality



A LIFETIME PURCHASE

Now you can have superior quality and labor saving advantages of a two-bath charge system—make more profitable use of your present floor space with the new Western Eagle Combination Washer-Extractor. Look at these other features:

- ★ Low center of gravity for better balance.
- ★ Large diameter two-pocket cylinder.
- ★ Easy to install. Only replace your washer and extractor.
- ★ Two sizes—to fit any operation
70 lb.—manual or fully automatic
120 lb.—manual or fully automatic.

FULLY AUTOMATIC MODEL

controls every
cycle from start
to finish. Operator
simply loads and
starts machine.

Write for complete information



Western

Laundry Machinery Company

MANUFACTURED BY

420 East 10th Street
North Kansas City, Missouri

Box-Storage Plan Puts Over Wool Storage



The Carsons then decided to try a box-storage plan and it clicked from the beginning. They offered a 36-by-19-by-10-inch storage box for \$1.50 for three months, provided the customer had all stored items drycleaned

"The box-storage idea," the Carsons say, "put over our wool-storage plan. Our wool-storage volume is constantly increasing."

Murals Depict Evolution of Clothing



clothes and our customers never tire of them. They find something new in the pictures each time they come in."

Tribute to Chamber

The Chamber secretary liked the ad so much that he reproduced it in full in a recent issue of the Davenport Chamber of Commerce News Letter. Placed on the front page of the attractive bulletin, this ad thus reached hundreds of business and professional men in the area—"plus" advertising for the laundry and drycleaning firm.

Treasure Chest Sells



TREASURE CHEST of toys brings pleasure to children, business to Ray Showell

To any child bringing in garments to be cleaned and pressed, if accompanied by a parent, the treasure chest is open and the child may select a toy.

"The treasure chest," Mr. Showell says, "has made us friends with all the children in the neighborhood. Mothers tell us that their youngsters won't let them take their cleaning elsewhere. Of course, we don't believe all that's told us, but we *have* had a substantial increase in traffic since we put in the treasure chest. Besides the business value, it's worth a lot just to see the happy smiles on the little folks' faces when we tell them to go to the chest and pick out a toy."

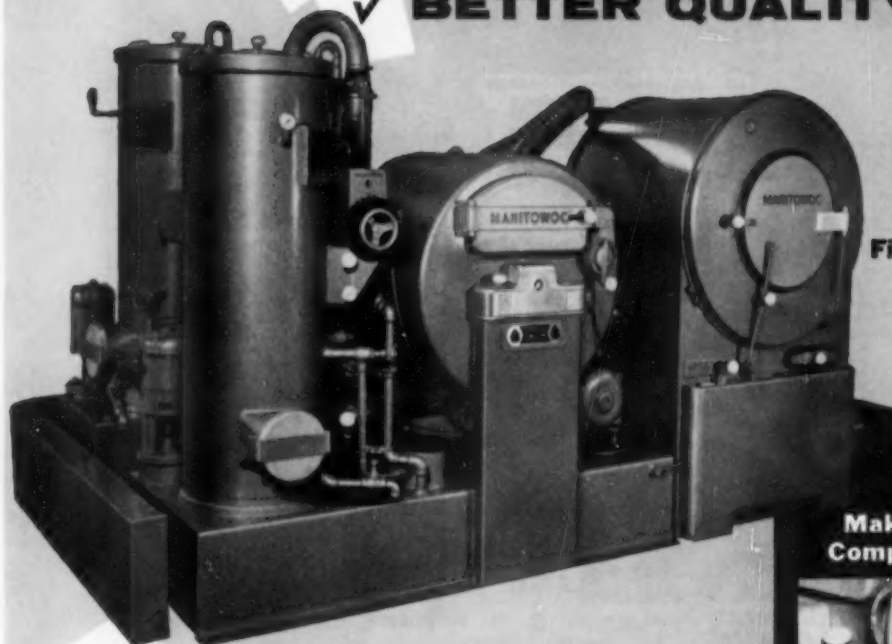
Manitowoc Synthetic 2-Bath System

✓ **BIG CAPACITY**

✓ **LOW COST**

✓ **FLEXIBILITY**

✓ **BETTER QUALITY WORK**



2-BATH MODEL

6860 F. O. B. Manitowoc

Including Tumbler, Filters, Tanks and Still

Single Bath "900" Unit

*4860 Complete

F. O. B. Manitowoc

Makes Your Manitowoc Completely Automatic



THE Manitowoc Perchlor Two-Bath unit is a complete dry cleaning system that produces the finest quality cleaning . . . practically eliminating costly steam cleaning and finish spotting. It is the ideal complete unit for \$2000 weekly plants or as an auxiliary unit for special runs in larger plants. Manitowoc gives you big capacity (100 lbs/hr.); safe, simple operation; low operating cost; lower maintenance costs, and higher net profit per pound. Use as Two-Bath or Single Bath — switch at will.

Amazing Selecto-Cycle Control permits you to adjust operating sequences and time cycles to suit the nature of the load.

And — a complete Manitowoc "900" SSS costs less, yet produces more than any other unit of similar capacity. Send for complete details today.

Independent RECOVERY TUMBLER

\$1375

F. O. B. Manitowoc



Big Reel (36" x 30") recovery tumbler. Can be used with ANY synthetic system. If you are now operating a "Hot Unit", a Manitowoc Tumbler will almost double your capacity.

Manitowoc

Synthetic

PERCHLOR DRY CLEANING UNIT

MANITOWOC ENGINEERING CORP.

MANITOWOC, WISCONSIN



adco

water
white

charged solvent to 4% with

TRIPLE-X DRI-SHEEN

If your charged solvent is dark- **YOU ARE USING AN OBSOLETE CHARGE SOAP!**

1. It is no longer necessary to have dark solvent with the charge system when Adco's Triple-X Dri-Sheen is used. IT IS NOW POSSIBLE TO MAINTAIN CLEAR, PRACTICALLY WATER WHITE SOLVENT EVEN WITH A 4% CHARGE!

2. Why this is possible. . . .

- A.** Triple-X is the color of honey, and in a 4% charge is practically water white! No dark, old type bases used to blacken your solvent. In addition having water white charged solvent allows your dry-cleaner to accurately tell even in a 4% charge when all the dirt has been removed and the load is cleared up. Also in case of discoloration due to fugitive dyes you can immediately detect it and do something about it.
- B.** Triple-X only very slightly affected by Darco or sweetener powders due to its complete solubility. This means . . . you can maintain the light color of your original charge . . . by use of Darco and sweeteners at no increase in cost over your present operation where Darco and sweeteners remove much of your charge resulting in excessive operating costs.
- C.** The use of Darco and sweeteners in your charge solution means YOU CAN HAVE CLEAN MOISTURE IN YOUR CHARGE, MOISTURE WHICH IS NOT FULL OF DIRT AND IMPURITIES TO BE TRANSFERRED TO THE GARMENTS BEING CLEANED. When this happens you get greying and generally poor cleaning as this DIRTY WATER CANNOT BE RINSED OUT WITH SOLVENT, no matter how clean your solvent may be!
- D.** Maximum results with the 4% charge can only be obtained when your 4% charge is kept completely free from color and impurities! DUE TO EXCESSIVE COSTS . . . (YOUR LOSS OF SOAP BY REMOVAL THRU USE OF DARCO AND SWEETENERS WITH OLD TYPE CHARGE SOAPS) THIS IS POSSIBLE ONLY WHEN TRIPLE-X DRI-SHEEN IS USED.
- E.** To prove the above claims we suggest you have swatch tests made on your present charge operation. Then have the Adco dry cleaning technician in your area install, at no charge until our claims are proved to your satisfaction, the Dri-Sheen process with Triple-X Dri-Sheen. Then, again have swatch tests made. THE COMPARISON WILL AMAZE YOU!

TRIPLE-X WORKS PERFECTLY IN ALL TYPES
OF AUTOMATIC RELATIVE HUM-
IDITY CONTROL INSTRUMENTS!

Adco, INC., SEDALIA, MO., U. S. A., Manufacturing Chemists since 1908
the better the soap - the better your cleaning - the happier your customers!



dry cleaners' grade

PERCHLORETHYLENE

because



- its effective cleaning performance really makes us "perk up" and be noticed.
- its quality is uniform and guaranteed — no worries about cleaning performance.
- it is manufactured by a reliable name in the solvent industry.
- it is shipped in attractive, easy-to-handle 3-bung drums, which are rust-proofed inside and out.
- Call your nearest distributor and ask him to supply you with Stauffer Dry Cleaners' Grade Perchloroethylene.

STAUFFER CHEMICAL COMPANY

380 MADISON AVENUE, NEW YORK 17, N. Y.

221 N. LaSalle St., Chicago 1, Ill. • 636 California St., San Francisco 8, California
 326 S. Main Street, Akron 8, Ohio • 824 Wilshire Boulevard, Los Angeles 14, Calif. • 8901
 Hempstead Road, Houston 8, Texas • North Portland, Ore. • Weslaco, Texas • Apopka, Fla.

THERE'S NOTHING FINER THAN A

Shields

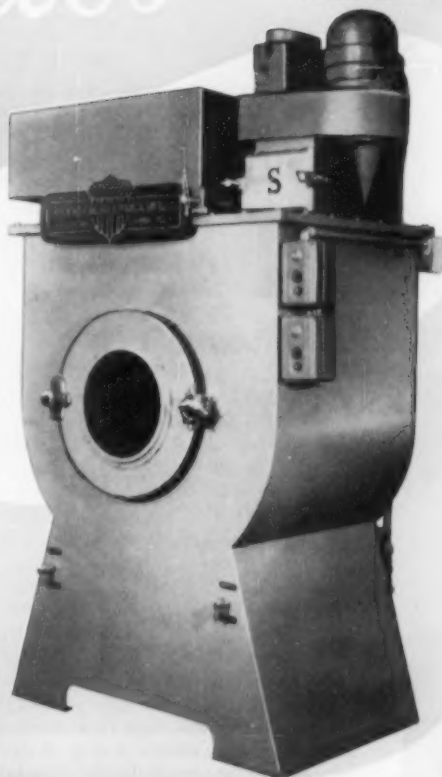
SOLVATROL

(RECLAIMING UNIT)

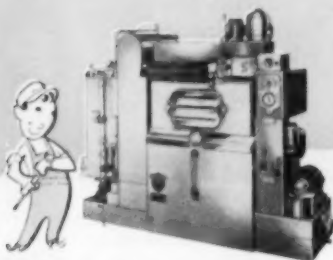
SHIELDS Solvatrol is the most outstanding recovery unit in the dry cleaning industry. Exclusive engineering features, solid construction throughout provide efficient, trouble-free, economic operation.

SHIELDS Solvatrol Reclaimer can be combined with any standard "hot" or "cold" synthetic unit. For **EXTRA ECONOMY** — it reclaims six quarts or better of solvent for every 50 pound load of garments.

Note: Unit can be taken through 35" door opening.



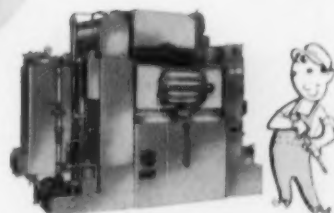
TOP CAPACITY—50 lbs.
TOP SPEED—3 loads per hour.



SHIELDS Synthetic "Cold" Unit . . . faster, more thorough, automatic dry cleaning at less cost per hour.

***Meets Every Requirement
of the Modern Fast-Operating
Dry Cleaning Plants***

With 40 years of engineering leadership and craftsmanship SHIELDS installations surpass all standard requirements of the modern fast operating dry cleaning plant.



SHIELDS R-51A Champion Perchlor Dry Cleaner washes, extracts, dries in one continuous operation.

Backed by 40 years Engineering Service and Experience



Clip and Mail, Today!

**SHIELDS ENGINEERING
& MANUFACTURING CO.**
277 East 156th St., Cleveland 10, O.

SHIELDS ENGINEERING AND MFG. COMPANY
277 East 156th Street Cleveland 10, Ohio

- | | |
|---|---|
| <input type="checkbox"/> SHIELDS Solvatrol | <input type="checkbox"/> SHIELDS "Cold" Unit |
| <input type="checkbox"/> SHIELDS R-51A Champion | <input type="checkbox"/> Please have your representative call |

NAME _____
COMPANY _____
STREET _____
CITY _____ ZONE _____ STATE _____

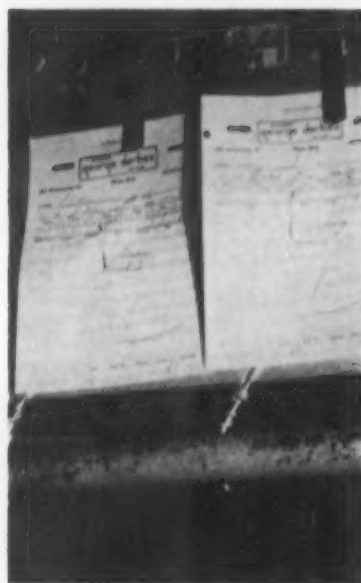
GADGETS and GIMMICKS

Belt Rack Eliminates Losses and Mixups



SPECIAL ROW of hooks for belts has eliminated losses and mixups at John David Co., 1013 Vine Street, Philadelphia. The board is fastened to the wall next to the split-rail assembly. The letters above the pegs indicate the lot color. Markers tag each belt as a separate piece within the order.

Split-Rail Clips for Hanging Invoices

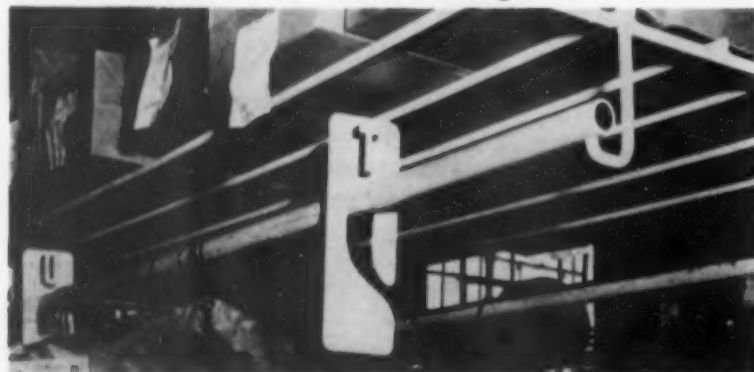


Split rails for assembly are almost invariably homemade, and consequently show considerable variation in design. This model at George Derbes Cleaners in Pottsville, Pennsylvania, is not the most beautiful split rail in the world, but its clip feature makes it a big improvement over plenty of others.

Most rails use some variety of pinch clamp to hold the invoice copies. With such clamps it requires both of the assembler's hands to hang an invoice. Derbes uses a wide paper clip that can be purchased in any stationery store. To keep the clips from moving around, he tack-welded a strip of steel wire along the top of the sheet metal. The clips haven't moved yet. The girl can hang the lot's 50 invoices in a matter of seconds.

The numbers were cut out of an old calendar, pasted to the sheet metal, and protected by a coat of shellac two or three years ago.

Dustless Shelves for Shirt Storage



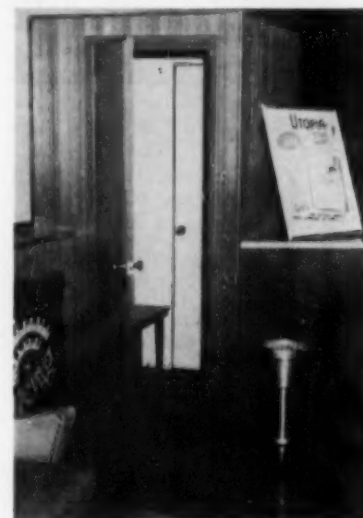
If you handle shirts and store them in the same area where garments are

hung, racks of the type pictured above work very well. These were photo-

graphed at Jernigan Dry Cleaners, Mt. Rainier, Maryland.

Note that Jernigan's racks are made of welded rods, not solid shelving. Any solid material would hold dust, which would not only create a maintenance problem but would be dislodged every time a box was pulled out. The same goosenecks that support the storage lines help to support the shirt racks.

Two-Door Booths Serve Two Purposes



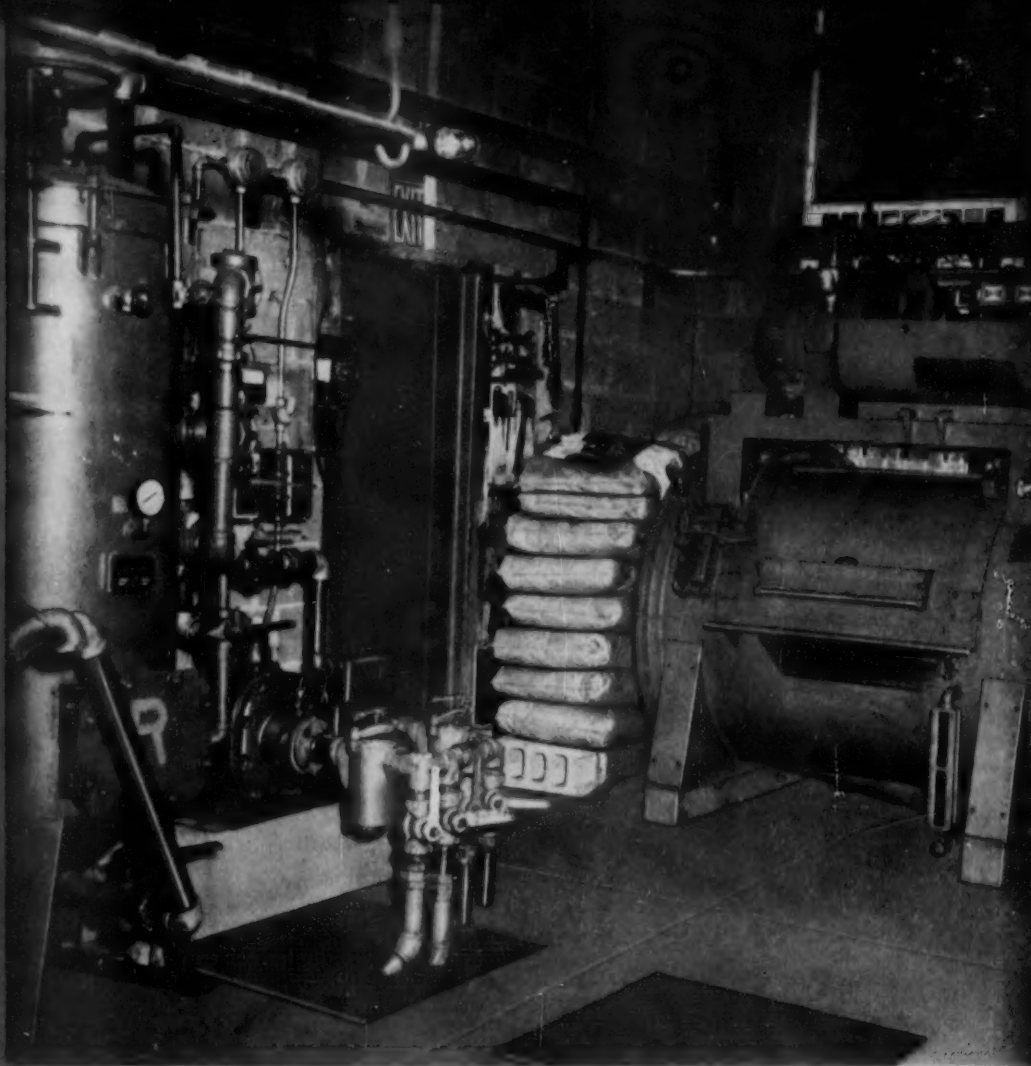
A novel idea at Utopia One Hour Cleaners, Inc., Birmingham, Alabama, is the installation of two-door booths at each end of the store counter. These booths serve a double function—both as waiting rooms for quick-press customers and as a means of gaining entrance to the production end of the plant behind the counter.

Having two booths balances off the layout and provides an alternate way of getting out front if one of the booths is occupied. In spite of numerous calls for while-you-wait service, the plant has yet to experience both booths being tied up at the same time.

Electric Call Board Helps Portion Work

Work for the finishers at the Renofab Process Corp., New York City, is apportioned by the production

NATIONAL CLEANER & DYER



IT'S QUIET AND CLEAN IN THE WASHROOM of Park Cleaners of Lynbrook, L. I., with Marlow Self-Priming Pumps on the job. Two quiet, dependable Marlows, one handling strong soap solution, the other rinse solution, pump from underground tanks through filters to a washer-extractor, giving low-cost, efficient service. The pumps at Park, like all Marlows, have mechanical shaft seals that keep solvents off the floor . . . reducing fire hazard and fumes.

marlows are economical!


Performance proves Marlow Self-Priming Centrifugal Pumps are best for handling all types of dry cleaning solvents. Flow interruptions caused by loss of prime are *corrected automatically* by the pumps . . . even when located above the solvent level. Simplicity of construction make Marlows *economical to operate and maintain*. On new machines, or replacement, make it a Marlow. See your Marlow dealer or write for Bulletin DC-53.

MARLOW PUMPS • RIDGEWOOD, NEW JERSEY
Division of BELL & GOSSETT COMPANY

SEND
FOR DYEING
TO

**ALMORE
DYE HOUSE**

4412 WENTWORTH AVE., CHICAGO 9, ILL.
Leon Taichner, President
Continuously in Business since 1919



The Dyeing Name
of Undying Fame



superintendent. An electric call board hanging near his desk is hooked up to each finisher's station.

When an operator runs out of work, or when she notices a spot or other defect that should have been taken care of previously, all she has to do is flip a switch at her table and the number assigned her lights up on

the superintendent's call board. It saves a lot of steps for the operators

and the superintendent as well. Installed, the system cost about \$600.

Simple Furniture "Truck" Saves Trips



This pipe framework at Renofab Process Corp., New York City, is simplicity itself, but we hadn't noticed one quite like it before. It is an open pipe framework about 7 feet long and 4 feet high, mounted on casters.

As the picture shows, it will easily support three sizable pieces of upholstered furniture. With it, two men can handle in one trip a load that otherwise would require three or four trips.

Time and Trouble Savers

that make
quality cleaning
simple and economical



No matter what system you use, you can depend on time-tested MAGNESOL* to give you "cleaner" cleaning at lower cost when you follow these simple rules:

With 4% charge, use MAGNESOL exclusively on rinse filter to keep rinse solvent sweet and clear, as makers recommend.

With 1% charge or batch system, add a little MAGNESOL to each load to prevent build-up of Fatty matter caught in by each new load of clothes.

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Westvaco® Perchlorethylene has been acclaimed for its all around excellence . . . for fast and efficient synthetic cleaning. Safe and economical, it is stabilized to maintain its cleaning power. Eliminates streaks and cloudy areas—produces sparkling clean, odorless garments everytime. Order Westvaco® Perchlorethylene from your MAGNESOL jobber.

*MAGNESOL is the registered trade mark of Food Machinery and Chemical Corporation for its brand of Magnesium silicate adsorptive powder, made by patented processes.



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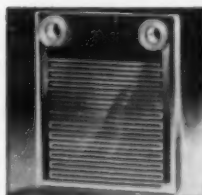
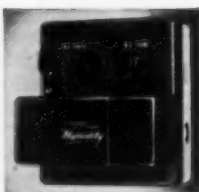
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It's versatile—can operate with any soap concentration.

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EDITORIALS

Your Help Is Needed

Within the next few months the Bureau of the Census is going to send you a report form. You owe it to yourself, your industry, and the business community to fill out the form accurately and return it promptly.

This forthcoming census of the drycleaning industry will be a part of a much larger undertaking, a complete government census of business, manufacturers and mineral industries. Detailed data from more than 3,000,000 firms will be tabulated, edited, and published for the benefit of all of us.

We, more than a great many other industries, stand to profit widely from the information this census will provide. Ours is a huge industry, but a widely scattered one, broken up into many thousands of small independent units. Consequently, there are precious few really reliable statistics on it. We have a great many pretty good estimates, but very little verified data. For instance, we don't know how many plants there are in the country now. We don't know within \$400 million what our annual volume is. We don't know how many outlets there are. We don't know how many people our industry employs. We don't know how fast we're growing.

The last census was conducted in 1948. The information it provided is hopelessly out of date now. With the new census report we'll know how well the drycleaning industry is holding its own against its competition for the consumer dollar. We'll have some sound figures on which to base cost and profit comparisons. We'll have far more data on industry trends, on drive-ins, routes and stores, on the industry's financial structure.

We'll have a great deal more area information than we have now. We'll know in which areas the industry is strong and where it is weak. We'll have comparative data for metropolitan areas and cities.

Naturally, the national and state associations will benefit tremendously. Those of us in the trade press will find the census of great value. The allied trades will have far more information on the industry's needs than they have now. In case of another all-out mobilization, the government will be able to evaluate our industry's resources and requirements far better than it can now.

The value of the survey to our industry rests squarely on your handling of the report form you receive. *Please* make it complete and accurate. *Please* return it to the Bureau of the Census promptly.

Program Problems

The convention season is here again, and we pity the poor convention chairmen. It has become increasingly difficult for a chairman to get together a program that (1) the cleaners haven't seen and heard before and (2) that isn't a waste of time for those who go to conventions to learn something. You can easily count the prominent speakers from the allied trades on your fingers, and most of them have covered every area of the country by now. Inspirational speakers are usually

nothing more than entertainers. They give you an hour of laughs or maybe a free cigar, but that's about all. There are very few cleaners who are inclined and prepared to get up on a platform and give a good address.

One solution may lie in the type of program used at the recent Ohio convention. As you may note elsewhere in this issue, a full day was devoted to a "school-day" type program. Instead of having everybody listen to the same speech, those attending were split up into four groups which moved from one "classroom" to another. This arrangement made possible a less formal, more intimate type of discussion that must have been very productive.

We attended a conference in Harrisburg last month that really got down to brass tacks. It was a meeting of Max Hall's Management Engineering Association and about 35 cleaners attended. The boys traded profit-and-loss statements. Each presented a paper on his most important sales and production advance of the year. They talked profits, costs, machinery and equipment, advertising media, sales techniques that click and those that don't. They talked drycleaning all day and half the night. Anyone who didn't learn enough to justify the time and expense he incurred in attending must have been deaf.

The pattern established by the MEA and Varsity Group meetings could and should be duplicated many times within our industry. One small group meeting provided with intelligent direction can be more helpful than a dozen full-scale conventions.

Washington Visit

It was recently our privilege to attend a conference of trade paper editors in Washington. Some 60 of us spent a most informative two days hearing and talking with a number of important government officials. Dr. Gabriel Hauge, administrative assistant to the President, E. F. Mansure, top man in the General Services Administration, James P. Mitchell, Secretary of Labor, and several other very important men let their hair down.

All of us attending got the decided impression that the administration in Washington now is vitally concerned with business, is interested in business, and is determined that businessmen will get a square shake. The men we talked to feel that the health of American business and the health of America's economy are inextricably linked together. Under the previous administration the government overreached itself in its business operations far more than many of us realized. The trend is now the other way. Private enterprise is getting a lot more than lip service in Washington these days, and we hope that this mood prevails for a long, long time.

A side excursion to the Smithsonian Institution was, at least as far as we were concerned, one of the high points of the trip. We really regret never having taken the time to visit the place before. Even though drycleaning equipment is not represented in the Institute's many collections, its thousands of historically important tools, implements and machines would interest any drycleaner.

The Kansas City Story

By Dave Freeman

In mid-summer, U. S. cleaners began to feel the motion in the first wave of man-made fibers and got a little dizzy. Press operators found do-overs piling up because of excessive shine, moire and steam ("nickel") spots. And when they took more care, a cut-back in their production showed up.

For most cleaners, garments of heat-sensitive fibers were an endless headache.

But in Kansas City, cleaners did something about it!

Out of an estimated 150 cleaning plants in the Kansas City area, 25 plants are now *completely equipped* with Freeman Fabric-Safe Doubleplates.

While these 25 plants represent just 17% of the total plants, they house 60% of the presses in the Kansas City area.

Sol Silberg's East Side Cleaners has 13 presses, all with Fabric-Safe plates. But he's an exception. More typical is the Country Club Laundry & Drycleaning Co. operated by Norman Hall, with four presses.

What did these 25 cleaners who are completely equipped actually "gain"?

Finishing production has been hiked 5% at S. Norman's South Side Cleaners, for example, while W. I. Brumbach, Acme Cleaners, reports a production increase of 15%. While this represents a *range* of plants with an increase, the average increase can be conservatively pegged at 6%.

What accounts for the increase?

Says Joe Goetz Jr., Tower Laundry & Cleaners: "When my press operators aren't worried about damaging a garment, their production naturally picks up." Paul Lynch, Dargil's Wardrobe Cleaners, says: "One big reason for my boost in production is that go-backs have been eliminated." Louis Swyden, Swyden's Cleaners, says this about production: "I haven't seen any major hike in production—but I'm mainly interested in things like gabardines—and doing

'em right, without getting shine."

Factually, in 80% of the plants equipped shine has been *eliminated*. Another 17% said shine had been reduced.

Bill Jacobs, for instance, Criterion Laundry & Cleaners, reports: "We're definitely convinced this new type of plate has eliminated practically all the possibilities of ugly shine." And Tony Ferrara, Overland Park Cleaners, puts it this way: "I can honestly say I think shine has been eliminated—and somehow, the new plates pull the nap of flannels right back up where it should be."

Another significant factor evident in a check of the Kansas City cleaning plants equipped with Fabric-Safe plates: In nearly every case, cleaners reported both "nickel spots" and moire had been eliminated.

S. Norman's statement on moire is typical: "The watermark problem, especially on gabardines, has been licked. So it goes without saying, my production would get a boost."

Jim Baska, Baska Laundry & Cleaners explains, "We've had considerably less claims since we equipped with Fabric-Safe. Right now, we're getting twice as many garments containing heat-sensitive fibers as we were a year ago. But with these new plates, we're not having trouble with fusing or glazing. And by overcoming the moire problem, enough go-backs have been eliminated to increase our production about 10%."

"While I can't say for sure I've got any new customers," says Maurie Daniels, Daniels Cleaners, "I don't think I've lost any since I started using the new plates."

And on the other side of the city, Jim Connelly, Roanoke Cleaners, says: "What I've got my eye on, right now, is holding on to my present customers, tight! They're worth a lot to me!"

Statistics bear that out! The average U. S. cleaning customer

spends \$96 per year for cleaning.

Some of the Kansas City cleaners say they can't honestly credit new customers to their Fabric-Safe plates. Others are frank in admitting they don't keep up-to-the-minute Customer Control records.

But what does become abundantly clear, is that, for the most part, these Kansas City cleaners are *not losing their customers*; are not driving them away because of poor garment appearance.

Says Martha Franklin, President, Monkey Cleaners: "We believe there is an improvement in garment appearance, and that the improvement will be noticeable to our particular clientele. My son Francis, who's in charge of production, has remarked on the finer finishing."

Perhaps one of the most pertinent comments relating the importance of customer and labor turnover is one by Sam Paul, Deluxe Cleaners:

"We have 14 wool presses here with Fabric-Safe plates on them. Our claims, ever since we've been in business, have been negligible. So that's immaterial. The important factor is, *the worker*."

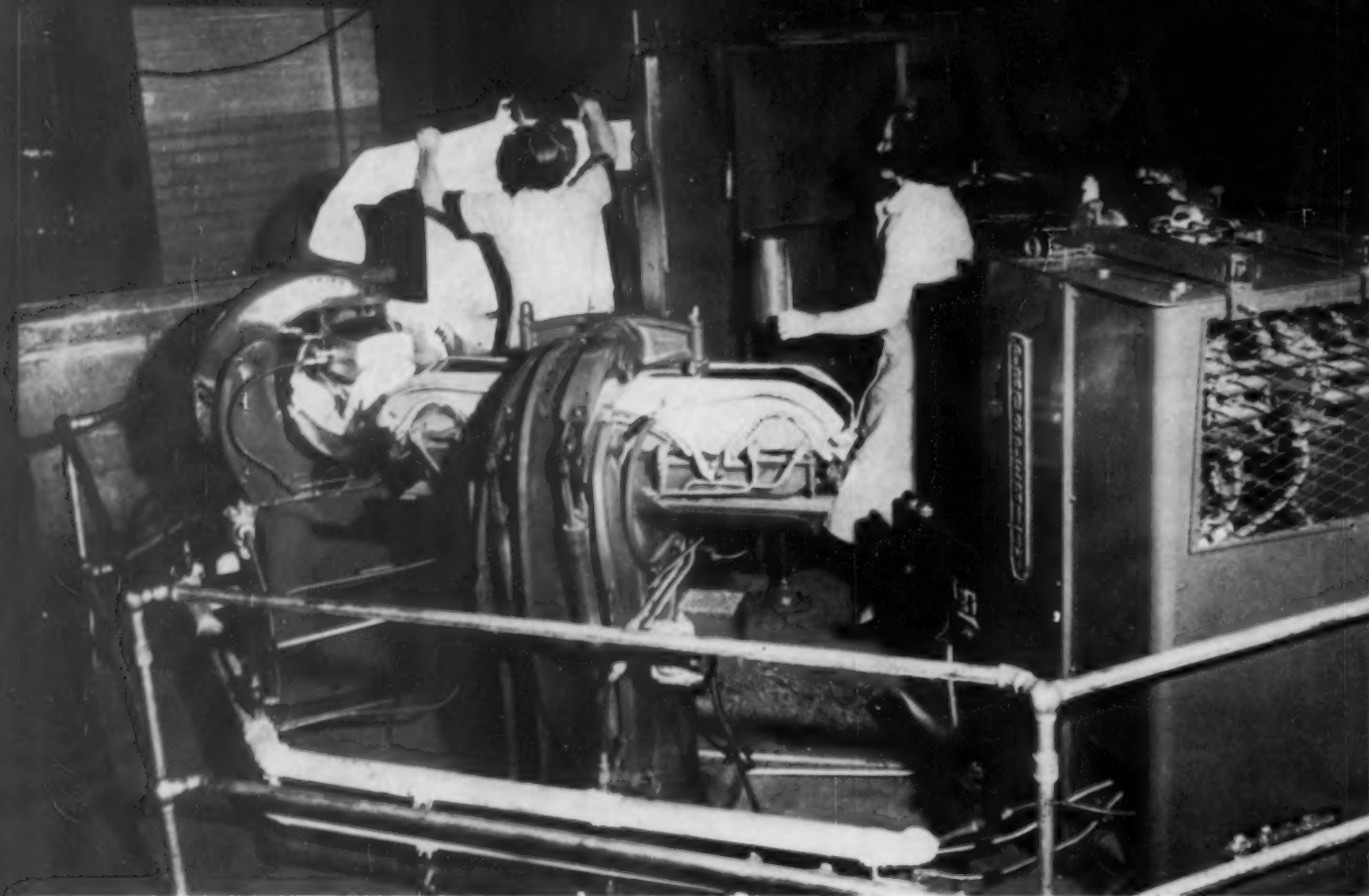
"How does the worker feel about them? It's been the unanimous feeling among the entire group that these Fabric-Safe plates have done more for morale building and production in the plant than any one thing in the past 24 years."

Ray Baird, Baird Cleaners, says: "When the plates were put on the presses, the operators weren't told what to expect. But after a few days of working with them, they got excited about what the plates were doing for them. They feel better. Quality's up, too!"

Basically, the discontent of most finishers is caused by the test-tube fibers. These synthetics are extremely heat-sensitive so they naturally react unfavorably to the heat, pressure and time of normal finishing methods.

But no less than 68% of the plants equipped with Fabric-Safe plates say they no longer have trouble with heat-sensitive materials glazing or scorching.

While there *will* be an increasing number of garments on the market that contain heat-sensitive fibers—the odds are that Kansas City cleaners equipped with Freeman Fabric-Safe plates will be able to handle every type of garment that comes in . . . and keep profits and finishing quality *a lot higher than average!*



TWO FINISHERS are hitting as high as 90 shirts per hour. Finishing equipment, starting at right foreground, consists of cabinet sleeve, triple-head, yoker, cabinet bosom press and (hidden by sleeve) folder

New Setup Slashes Shirt Cost

Experimental unit at Shea, Cambridge,
cuts shirt labor cost in half

By PHIL GREENE

A LABOR PRODUCTION COST of 10 cents per shirt is considered pretty good by most cleaners (and laundrers), especially in the North where labor costs are high. Shea Dry Cleaners in Cambridge, Massachusetts, thought so, too, until the owners, Henry and Dan Shea, started experimenting. The fruit of their efforts is startling to say the least.

Shea is turning out a good 20-cent shirt at a total labor cost of less than 5 cents. The plant has one experimental unit clicking along at this figure now, and management is in the process of revamping the rest of its shirt units accordingly.

The unit is compact and almost self-contained. Operated by three girls, it consists of the following equipment:

A modern two-girl finishing unit set up with a cabinet sleeve press, a yoker, a triple-head collar-and-cuff press, a cabinet bosom press, and an automatic folder.

A 25-pound fully automatic washer.

A 20-inch extractor.

An eight-compartment sorting bin.

Such miscellaneous equipment as a button sewer, a bag-inserting machine, and a long table with shelves to hold bags and boxes.

A hamper full of shirts is rolled up to the unit. The shirts are separated within the hamper into lots of 50, by a layer of wrapping paper between lots.

As stated, the complete unit operates with three girls. Two operate the finishing unit. The third girl washes, extracts, shakes out the shirts into the damp box, bags, assembles, boxes, and replaces missing buttons.

The unit turns out 85 shirts an hour. Each girl receives 1½ cents per shirt. Their labor, thus, adds up to

Training Shirt Operators

On training, Dan Shea states that the third girl, who washes, sorts and boxes, is the easiest girl to replace in case of absenteeism. Ideally, this third girl should be able to step in and replace an absent finisher. Almost anyone (even the plant superintendent) can hold down the washing and wrapping slot without retarding the finishers.

4½ cents per shirt. The one production function they do not perform is that of marking. Marking is handled by a high-school boy who comes in after school. According to the Sheas, the marking cost per shirt is less than one-half cent, bringing the total labor cost to a fraction under 5 cents.

The key to the operation is, obviously, in the balance of the three girls' responsibilities and in the capacity of the equipment. The finishers, when we visited the plant, were producing 85 shirts per hour, or 42.5 per operator per hour. (Dan Shea states that their production has climbed to 90 since our visit two weeks ago.) The washer takes 50 shirts per load, and on a 33-minute cycle turns out 91 or 92 shirts per hour. This accounts for the balance between the washer and unit. The 20-inch extractor neatly holds one washer load.

The next question is, how does the third girl find time to handle all her other duties in addition to washing and extracting? Part of the answer lies in the fact that her washer is fully automatic. The only attention it requires is to be loaded and unloaded once every 33 minutes. The small load of 50 shirts makes for fast shaking.

Inserting the shirts into cellophane envelopes is speeded by a gadget that holds the envelopes in position and blows them open with a jet of air.

The whole setup for inserting, sorting and boxing requires only one step at the most. The folder lays finished shirts on a table immediately to the right of the envelope-inserting machine. After inserting, the number three girl turns around and sorts into the eight-compartment sorting bin, on which she has already clipped her invoices. As soon as an order is complete she boxes it and away it goes.

As if low production cost weren't enough, Shea's shirt setup offers a number of other important advantages. Take it from the employee point of view. The prevailing rate for shirt finishers in the Boston area is about

a dollar an hour. Each of the three girls on the new unit is making .015 times 85 or about \$1.275 per hour. The girls who are working on Shea's conventional two-girl units can hardly wait until their units are converted. It costs Shea, by the way, 4½ cents for finishing alone on the conventional units, compared with 3 cents on the new unit.

Space saving is another advantage. The new unit occupies a space measuring 17 by 20 feet, or 340 square feet. This is considerably less than the other units require.

Close control is still another. With washing and wrapping handled right at the unit, losses and mixups are non-existent. The 50-shirt lot is very easy to handle—the girls are knocking out 13 to 14 lots a day. There is a bare minimum of pushing the shirts around. From the time the marker puts them in the hamper until the boy pushes away the truck of boxed orders, those shirts just can't get away.

The Sheas, naturally, are very pleased with the way the system has worked out. At present they can see only one fault with the whole setup. The finishing equipment is designed for 100-pound steam, and the highest their boiler can give them is 85. With 15 more pounds, drying time would be speeded and production might well hit 100 shirts per hour.

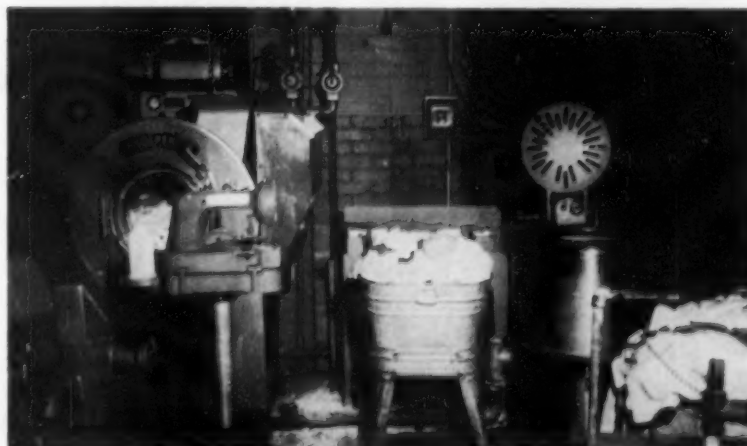
The Shea unit has attracted a lot of attention in New England. Plant-owners all over the country will, we are sure, find it equally interesting. # #

Shea's Shirt Formula

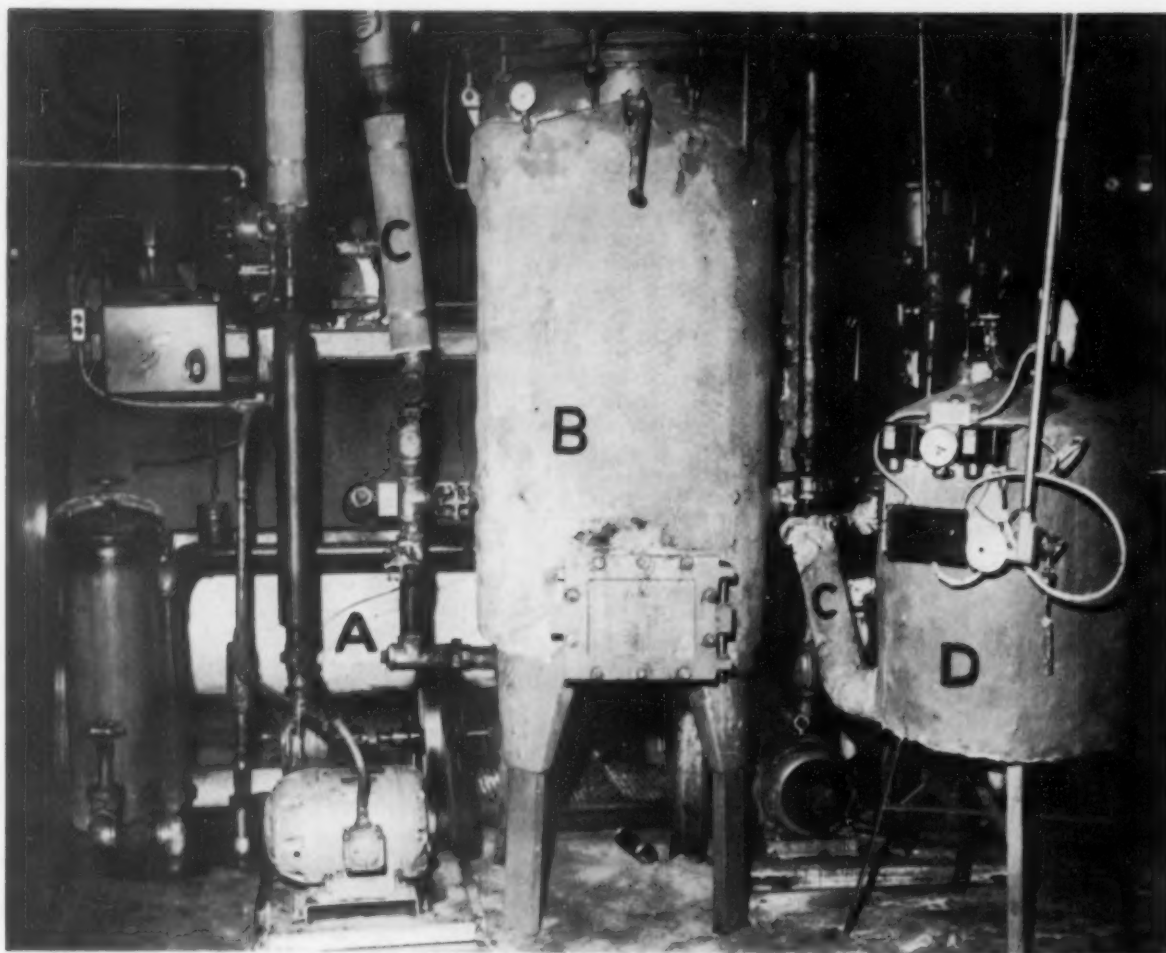
First suds	7	minutes
Second suds	4	minutes
Third suds	4	minutes
Regenerator and dry		
bleach	4 ½	minutes
Four rinses	1 ½	min. ea.
Sour-blue and starch		
(added dry)	6 ½	minutes
		32 minutes



THIRD GIRL (left) washes, extracts, shakes out, wraps, sorts, sews buffons. Machine in front of her holds shirt envelopes, opens them with jet of air. Most shirts are machine-marked with ink. Remainder are invisibly marked—hence ultraviolet fixture above table



WASHING SETUP, an integral part of unit, includes 25-pound fully automatic washer, 20-pound extractor, supply cabinet behind cart at center



TEST CASE at Utopia shows that insulation of (A) lower half of washwheel, (B) filter, (C) flow lines, and (D) cooling unit can keep solvent up to 5 degrees cooler than in uninsulated washer in summer heat

How To Improve Solvent Temperature Control

Insulated equipment increases refrigeration
capacity and helps to reduce operating costs

SOME NEW LIGHT has been shed on the control of solvent temperature by insulation, thanks to recent experiments conducted by Pick Hamlin, plant manager at Utopia Cleaners & Dyers, Inc., Birmingham, Alabama.

Mr. Hamlin found that the most important single factor affecting sol-

By **HENRY MOZDZER**

vent temperature is room temperature. Now, by insulating the cleaning equipment he has minimized the rate of heat transfer and considerably reduced the demands on the refrigera-

tion unit itself. Looking at it another way, the insulation has increased the efficiency of the cooler, enabling it to do more work or to do the same amount of work in less time, with a resultant decrease in operating cost.

Room temperature fluctuates quite radically in Utopia's drycleaning de-



Look what Dad's ties can do for you in February

Where our annual national tie cleaning promotion is concerned, we no longer have to make claims—merely point with pride to Sanitone licensees who have made full use of our promotional material. Another kit of this high-voltage material is enroute to our licensees. If you're one of 'em, use it to the limit. If not, let's get together and talk it over. Why not write today for complete information?

**IF IT'S PROFITS YOU'RE AFTER, SEE US AT..
BOOTHS 512-516 N. I. D. CONVENTION**



Sanitone

DRY CLEANING SERVICE

A Division of Emery Industries, Inc. Carew Tower • Cincinnati 2, Ohio

January, 1955

It's my time to come clean...

YOUR TIME TO BOOST PROFITS

There are some who still think Sanitone's success is due to its outstanding advertising program. That is not true although profits do come largely from increased sales.

Sanitone's ability to clean clothes clean still stands unchallenged. It is a charged system (the first) that works equally well in both petroleum and synthetic systems backed by a sales-winning program.





INSULATED WASHER BOTTOM is most effective method of combating high room temperature, chief cause of hot solvent. Insulation is "hung" from flange which runs length of washer at front and rear; took two men four hours to install

partment. The huge department, covering some 10,000 square feet, is housed in a corrugated metal building of Quonset-hut design, with its attendant disadvantages. The primary disadvantage lies in the fact that during the winter it is often colder inside the building than outside and during the summer the exact opposite is true. Indoor temperatures of 100°F or

more during the summer are not uncommon.

When the latter conditions prevailed, Mr. Hamlin noted that the compressor serving the solvent cooler ran almost continually throughout the day without ever reaching the 74° cut-off point. To correct this condition it was obvious that either one of two alternatives had to be followed: Addi-

tional refrigeration equipment would have to be purchased or some way had to be found to reduce the demand on the existing refrigeration unit. Mr. Hamlin, who was for three years plant manager at the National Institute of Drycleaning, chose the latter course, deciding to investigate the merits of insulation more closely.

Three Units Tested

For the purpose of the test Mr. Hamlin used three separate drycleaning units which were run simultaneously, processing an equal poundage of garments. Each unit consisted of a 42-by-72-inch washer and a 5,000-gallon filter. Four hundred gallons of 4 percent charged solvent were circulating in each unit. Refrigeration was produced by a single freon solvent cooler (insulated) hooked up to a 3-ton air-cooled compressor.

"The test cycle," according to Mr. Hamlin, "provided for 20 minutes cooling on a unit with an interval of 40 minutes before cooling was applied again. For example, the cooling unit serviced unit A for 20 minutes, then by the use of 'quick-acting' valves, the refrigeration was transferred to unit

The control of solvent temperature is now commonly recognized as an important factor in maintaining high-quality cleaning. Cold solvent tends to create filter pressure problems, reduces detergent action and makes it all but impossible to clean well with any degree of consistency.

Hot solvent is even worse in that it increases the fire hazard in plants using low-flash-point cleaning fluids. It evaporates faster and causes greater discomfort from fumes. On top of that, the garments themselves are adversely affected. They pick up more water, and complaints of shrink-

age, excessive wrinkling and color loss become more prevalent.

For the best cleaning results a solvent temperature maintained at about 80° F is considered ideal. Most of the solvent coolers on the market today are designed to keep the solvent temperature within the 75°-80° F limits. But there are days when the air temperature may be so hot or cold that the temperature-control unit must work overtime to keep the solvent temperature within this range.

This article will save you money if you are cooling solvent by mechanical means. If you don't have a control, why not check further?

... a revolving form

This enables the operator to inspect the back of any garment without changing his position.



The Adjusta-Form

the greatest achievement
in finishing

with multiple MAJOR improvements



... aircraft type
control panel

These push-pull knobs, located at arm length level, control the size of the nylon form at the waist, hips and base. All controls are accessible after the garment is placed on the form.

... adjustable
shoulders

Will handle children's garments down to size 3 or shape the shoulders of the largest man's coat. Dresses with extra small waists slip on and off the form with the greatest of ease.



plus

Height has been lowered for easier loading. No condensate pail to empty. Less floor space. New, easy-to-operate front and back clamps. Only one foot pedal means less foot work. Streamlined and beautified base. Solenoid valve is located on outside of machine. Polished aluminum neck for garments with high or low collars.



model P-2

The greatest finishing aid ever developed for the dry cleaning industry was the original Adjusta-Form. Now, going into plants everywhere, is the Model P-2 Adjusta-Form. This completely new machine handles more garments, is easier to operate and

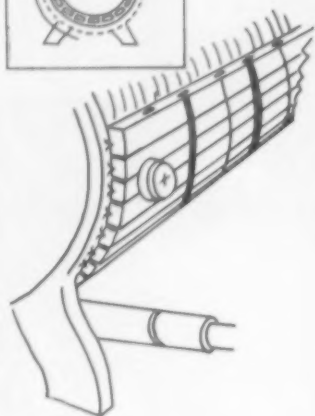
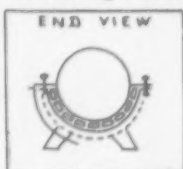
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WICHITA PRECISION TOOL CO., INC.

offers better quality. The one thing not changed is the basic principle that sold more original Adjusta-Forms than all other steam-air finishers combined. See your Adjusta-Form jobber for a personal demonstration of the new model P-2.

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Insulating the Cleaning Unit



Asbestos bricks measuring 2 by 4 by 24 inches are put along the bottom half of the cylinder and are held to shell with pipe straps which are bolted to the flange which runs the length of the washer at front and rear

Gaps between bricks are caulked with asbestos paste

Wrap with cloth and paint with asbestos water mixture

Pigment paint if desired

Metal sheet may be used to cover front lower half of unit to prevent damage to asbestos

This is a two-man job and will require about 4 hours to install

Flow lines are covered with 2" pipe asbestos insulation

B for 20 minutes, and then to unit C for 20 minutes and back to unit A to complete the cycle."

On one drycleaning wheel no insulation of any kind was used. The second unit had insulated flow lines and filter.

Test Setup

The third had insulated flow lines and filter, and in addition the lower half of the washer itself was insulated. The lower half, because it was here that the greatest difference between air and solvent temperature existed—and it seemed to be the point where the speed of temperature equalization was the greatest.

By 9 o'clock on the morning of the test day late in July, the solvent in

the uninsulated unit exceeded 81° and, except for the hour immediately following, refrigeration never got it down below 80° for the remainder of the day. Instead, solvent temperature continued to climb more than 1° an hour until it hit 87° at 3:00 p.m., the last hour of observation.

Convincing Results

The unit with the insulated lines and filter exceeded 81° one hour later than the uninsulated unit but managed to keep the solvent 1°-3° cooler throughout the balance of the test day, never getting beyond 84°.

The washer with the insulated bottom, filter and flow lines exceeded 81° in the final hour of the test when its solvent temperature rose to 82°. Throughout the heat of the day, however, its solvent temperature remained 3° to 5° cooler than that in the uninsulated washer and well within the recommended 75°-80°F range.

Impressively enough, the temperature of the cleaning room this test day soared to 100°, while the uncooled solvent in a unit identical with those used in the test reached a temperature of 108°.

A study of these results suggests that control of solvent temperature can be better maintained if insulation is used in conjunction with solvent cooling (or heating) equipment.

Furthermore, it is apparent that insulation of the lower half of the washer increases refrigeration efficiency more than insulation on the flow lines and filter combined.

Practical Application

If you are presently cooling solvent by means of a water evaporation tower, Mr. Hamlin feels that insulation would not be worth while, since the cost of a slight increase in water used would be negligible. If, on the other hand, you are using mechanical refrigeration, the benefits of insulation would be worth investigating.

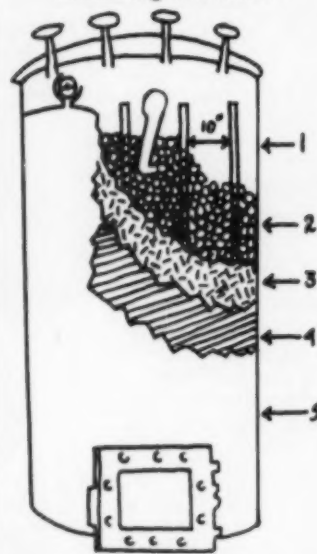
The cost of insulation is not excessive; it requires approximately \$20 worth of materials and about 18 man-hours to install. With some drycleaning units the cleaner will doubtlessly require a little bit of ingenuity. The accompanying illustrations show how the project was handled at Utopia.

In conclusion, it should be added that the experiment at Utopia was successful. The test washers remain intact just as they were. The insulation proved adequate to reduce the load on the compressor and cooling unit so that a total of 12,000 gallons of solvent can be controlled without difficulty. # #



DICK HAMLIN points out some details of insulation. A 3/4-inch layer of asbestos covers filter while 2-inch pipe insulation covers flow lines. Results of tests led Mr. Hamlin to conclude that equipment manufacturers should consider insulation as part of equipment design in future

Insulating the Filter



PROCEDURE

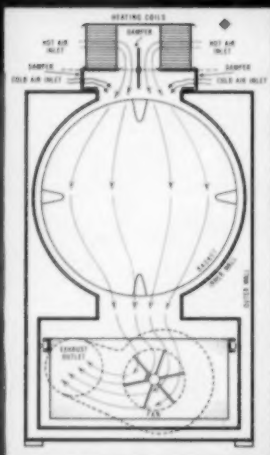
1. Place 1/4" wood strips 10" apart; hold in place with baling wire
 2. Cover over with 1" chicken wire
 3. Trowel on asbestos powder (mixed with water) to 3/4" thickness
 4. Wrap with cloth and paint over with asbestos and water mixture
 5. A final coat of pigment paint lends more attractive appearance if desired
- Solvent cooler was insulated in exact same manner

Fast, Safe

CISSELL DRYCLEANING TUMBLERS

36" x 18" — 36" x 30" — 42" x 42"

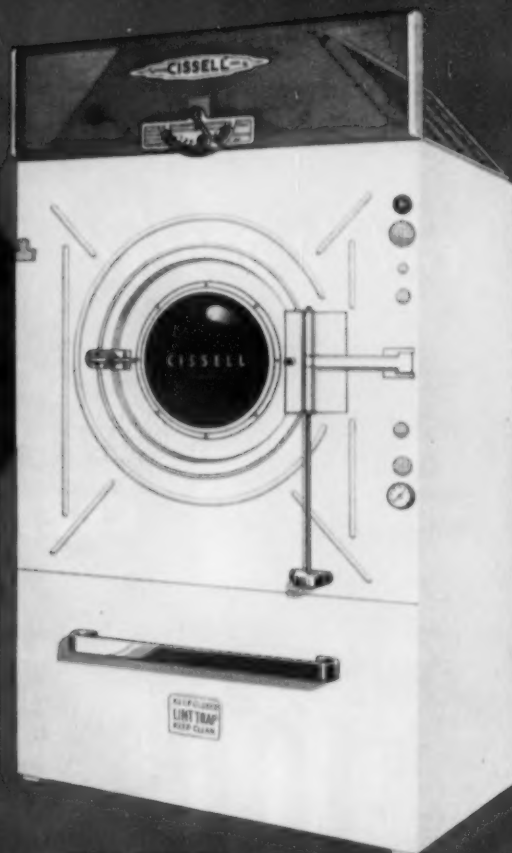
Steam-Heated



DOUBLE WALLS

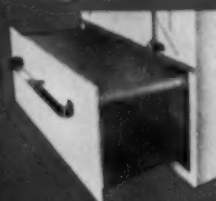
All Cissell Tumblers have double walls. They reduce heat losses... provide more comfortable operation... add strength to withstand day-after-day pounding.

LISTED HERE ARE ONLY A FEW FEATURES OF CISSELL DRYCLEANING TUMBLERS. CONSULT YOUR JOBBER FOR THE COMPLETE STORY.



FULL-WIDTH LINT DRAWER

Provides faster drying and more complete deodorization. Also, requires less frequent cleaning. Large screened area permits full flow of air through tumbler.



8-STAGE HEAT CONTROL

As selector knob is moved from cold to hot, HOT AIR DAMPER below steam unit opens in stages from closed position to fully opened position, and COLD AIR DAMPERS on both sides of steam unit close simultaneously. The result: you get cool air, or varying degrees of warm air, or hot air, according to control setting—so accurate that operator can set control automatically... temperature desired is maintained. Thermometer within basket indicates temperature.

REVERSIBLE AIR FILTERS

(on 42" x 42" — optional on 36" x 36")

Standard size, spun-glass air filters are located on both sides of steam coils. Can be changed in less than 3 minutes.

2-WAY FIRE EXTINGUISHER. Fire is extinguished in less than 30 seconds. Steam is injected into basket and lint trap from two, separate 3/4" pipes. Excess temperature releases steam instantly by: 1. Melting of any one of three fusible links. 2. Exploding through explosion door release. As either fusible link weight or explosion door weight is tripped, weight drops, pulls down lever, opens steam valve to release steam, and trips connecting rod to fuse box. Current is cut-off; fan and basket motors stop.

STATIC STEAM SPRAY. Preheating chamber sprays steam into coils which draw it into basket. Static electricity and lint attraction to garments is greatly reduced. No sewer connection is needed.

GREATER VOLUME OF AIR. Large exhaust fan, large duct and highly efficient damper system combine to supply a great volume of air. And, this is what you need for fast drying and deodorization. Here is the cubic feet of air displacement per minute you get in Cissell Tumblers: 36" x 18"—850, 36" x 30"—1500, 42" x 42"—3200.

CISSELL

Consult Your Jobber

W. M. CISSELL MFG. CO., INC. - LOUISVILLE 1, KY.
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POTENT • POWERFUL • DETERGENT

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EFFICIENCY
with **ECONOMY**

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- HIGHER SOIL REMOVAL
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FIELD MEN WILL DEMONSTRATE . . .
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25 YEARS AGO.. JAN. 1930



PURE SILK SHEETS, USED IN BETTER HOTELS AND R.R. PULLMANS, NOW POPULAR IN HOMES IN PLACE OF COTTON.... COTTON MANUFACTURERS COMBAT TREND WITH COLORED SHEETS.

IVAR'S
CLEANING
BRANCH #2



LARGE CLEANING & DYEING FIRMS NOW SETTING UP BRANCH STORES IN SPITE OF INCREASED COST... ONE FIRM IN TOWN OF 60,000 NOW SERVES 166,000 IN TRADE AREA WITH TWO BRANCH STORES.

10 YEARS AGO.. JAN. 1945



'THRIFT-SERVICE' ON CASH-AND-CARRY BASIS, IS PRICED AT HALF THAT OF STANDARD CALL-AND-DELIVERY... IS RESULT OF SURVEYS SHOWING LARGE UNTAPPED CLEANING MARKET IN LOW-INCOME GROUP.



CLEANNERS ARE WARNED AGAINST TOO MUCH RED TAPE IN PLANT OPERATION.... EFFORTS TO CREATE SUPER-EFFICIENCY MAY LOOK GOOD ON SURFACE, BUT STILL HURT PROFITS!

WHY IS IT!?!
...JUST BECAUSE YOU WEAR
NICELY CLEANED AND
PRESSED CLOTHES...
EVERYONE, EXCEPT YOUR
BANKER, SEEMS TO BE
OF THE OPINION THE DRY-
CLEANING BUSINESS IS
A BETTER RACKET THAN
ROBBING TRAINS!?!☆

Homage To The SwartKlars
Supervisors in Columbus, Ohio!?!☆



TODAY! "THE LITTLE SHOP AROUND THE CORNER"

The ULTIMATE in PRESSING MACHINES

NEW YORKER

ULTRAMATIC

FULLY AUTOMATIC AIR-OPERATED DRY CLEANING PRESS

THE PRESS WITH THE MECHANICAL BRAIN

A milestone in modern engineering magic, New Yorker's ULTRAMATIC is the last word in automatic presses — the shape of things to come ready for you now. This ultra-modern machine gives you a free hand in obtaining easiest and most economical operation, finer quality, greater production. ULTRAMATIC has been tried and proven in some of the country's largest Dry Cleaning Plants.

EASY DOES IT WITH ULTRAMATIC MAGIC

- Eliminates all buttons and operating levers.
- One small pedal starts and completes the entire operating cycle.
- Eliminates lifting the hands to operate head steam and pressure 1500 times a day.
- Insures uniform quality—sequence is preset to produce the same amount of steam, pressure and vacuum drying.
- Absolutely safe.
- There is nothing to teach green help except the correct lay of the garment.

ULTRAMATIC'S AUTOMATIC CYCLE

1. Press small foot pedal.
2. Head closes to zero pressure.
3. Head steam goes on (for predetermined time period).
4. High pressure goes on.
5. When the foot pedal is released, the head opens.
6. Vacuum dryer goes on.
7. Remove or relay garment.

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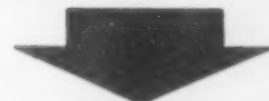
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Write for full information about the New Yorker ULTRAMATIC, made by the world's largest manufacturers of Foot- and Air-Operated Presses. Handsome new Catalog, describing over 300 models, on request.



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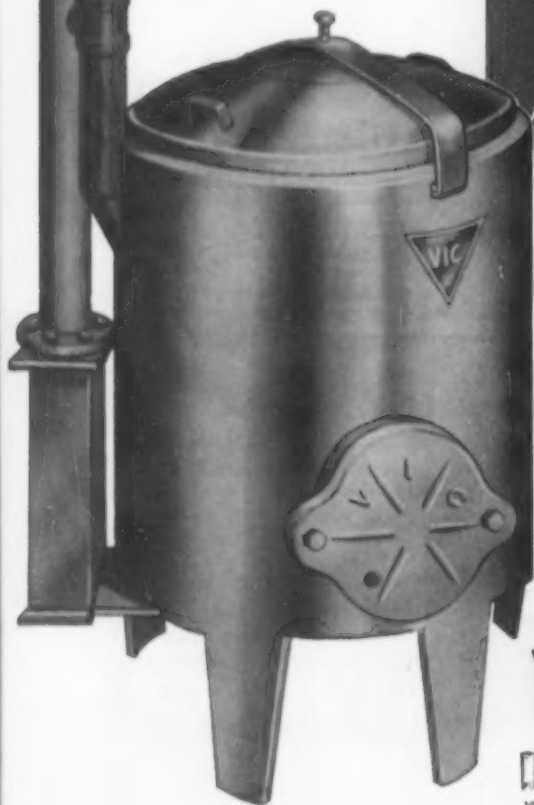
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VIC MUCK RECLAIMER

BUILT TO LAST — condenser of stainless steel, all other parts lead-lined for life-time protection. EASY TO FILL. Fills from top. Just loosen one bolt to remove cover. MUCK CAPACITY, 250 lbs. Takes 36" square floor space, 1/2 HP steam.



**DON'T
THROW AWAY
YOUR MUCK!
it's worth MONEY!**

Users Report Savings of up to
**\$20 PER FILTER
CLEAN-OUT**

It's a fact—there is approximately \$20 worth of solvent in every filter clean-out. VIC WILL NOW SAVE THIS FOR YOU! Users report up to 1/3 increased mileage per drum of solvent, with Vic's NEW MODEL 65 MUCK SOLVENT RECLAIMER.

That's how this unit will pay for itself in less than 1 year, in solvent savings alone!

The Vic Muck Solvent Reclaimer is now available for all synthetic units.

Don't wait! Write at once for further information and prices.

Ask about our Self-Cleaning Filter.



IT'S FREE!

Our new booklet . . . "The Heart of any dry cleaning system is the FILTER." The information in this booklet will save you many dollars.

WRITE FOR IT TODAY!

*Plant Operators
who CARE...
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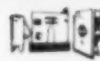
VIC ECONO



VIC AUTO PER



VIC ROCKET



VIC ROCKET JR.



VIC SOL VIC



VIC SPEC PER



VIC CENTURY

Sales & Service in all Principal Cities

CLEANING MACHINE COMPANY

EXPERIENCED SINCE 1912

MINNEAPOLIS 3, MINN.

Fully Automatic *Synthetic Econo* with recovery unit

for approximately \$2000⁰⁰ LESS!

VIC

EQUIPMENT FROM
\$2850 AND UP!...

YOU SHOULD BUY VIC Fully Automatic

Synthetic Econo
with recovery unit

because:

- 1 FIRST COST IS approx. \$2,000.00 LESS than any competing automatic machine on today's market.
- 2 IT'S FULLY AUTOMATIC... not just partly.
- 3 IT SAVES LABOR COST — all the operator does is to load and unload... the Vic Econo does everything else.
- 4 IT HAS BIG CAPACITY — 30 x 22 Cylinder.
- 5 YOU CAN CHOOSE either the 2 bath STRONG SOAP UNIT or the SINGLE BATH UNIT, either one FULLY AUTOMATIC.
- 6 YOU SAVE COSTLY FOUNDATION INSTALLATION... the spring suspension makes this unnecessary.

COMPARE THE NEW VIC ECONO with others... you'll see it beats them all for economy, speed, and quality cleaning — AT LESS COST!

Plant Operators who CARE... Compare!



Write for VIC'S New Catalog!

This newest catalog describes and illustrates the very newest most modern equipment for dry cleaners. It's free on request. Study it carefully — then consult your VIC distributor or write us direct, for further information.



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VIC CENTURY

VIC CLEANING MACHINE COMPANY
1313 Hawthorne Avenue
Minneapolis 3, Minnesota

Gentlemen: Please send us more detailed information on VIC Model #59A Econo and #65 Muck Reclaimer.

Have your local salesman call on me _____ date _____

Name _____

Name of Company _____

Address _____

City _____ Zone _____ State _____



Sales & Service in all Principal Cities
CLEANING MACHINE COMPANY
EXPERIENCED SINCE 1912 MINNEAPOLIS 3, MINN.



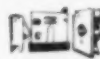
VIC ECONO



VIC AUTO PER



VIC ROCKET



VIC ROCKET JR.



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VIC CENTURY



MORRISTOWN BRANCH of Morey LaRue chain is of white stucco painted twice yearly to maintain fresh appearance. Policeman has been assigned to handle rush-hour traffic at plant since May, creating much comment and distinguishing operation as a busy one

Gearing Counter for Fast Service

How the Morey LaRue drive-in speeds handling of drycleaning in call office

By HENRY MOZDZER

SAME-DAY SERVICE is a major attraction at the Morey LaRue drive-in plant at Morristown, New Jersey. At the present time from one-quarter to one-third of the cash-and-carry customers specifically request this fast service and willingly pay extra to get it. This is an appreciable sum when you consider that the call office takes in a total of more than 2,000 orders during the average week and that half of this represents drycleaning orders.

To reap the full benefits of fast service it is essential that the operation be geared to get the work in and out of the plant as quickly as possible with a minimum amount of confusion and waste motion.

Says Louis W. Haviland, vice-president of the Morey LaRue Laundry Co., "You can have good quality, attractive quarters and plenty of parking space, but if the system and schedules aren't sound a drive-in will not realize anywhere near its potential."

Gearing the operation for fast service requires careful planning. The most likely place to begin is on the

production side. All too often, however, the planning begins and ends right there. Not so at the Morristown plant. The management here firmly

believes in the necessity of gearing the call office to the fast-service tempo. And there's good reason for it. The Morristown plant fronts on



FAST COUNTER SERVICE is facilitated by bagging individual orders (left) and by filing invoices in easy-to-read alphabetical file at right. No marking is done at counter. "Scotch Special" promotes pre-Christmas cleaning



Beautiful home of Adelman Laundry & Dry Cleaners, Milwaukee, Wisconsin

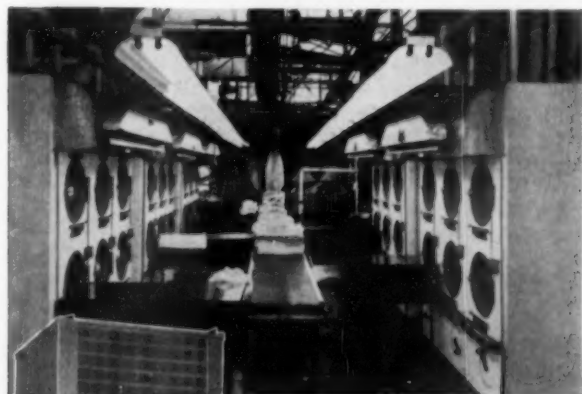
two outstanding names in the laundry industry...

ADELMAN

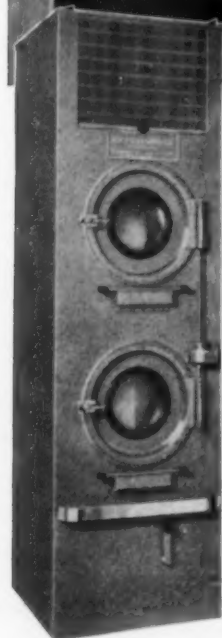
One of America's most modern and progressive laundries and dry cleaners, Adelman has used HUEBSCH dryers exclusively for many years.

HUEBSCH

Inventor and world's largest manufacturer of open-end drying tumblers, HUEBSCH equipment serves leading laundry and dry cleaning firms in every part of the globe.



View in Adelman Laundry & Dry Cleaners, showing fifteen Huesch Twin-Cylinder Tumblers in operation.



Long a favorite for drying small loads, such as diapers, and bachelor bundles, Huesch Twin-Cylinder Tumblers are so flexible in operation that they are also being used by many laundries for general drying service. Huesch Twins are fast, efficient, economical. Each cylinder has a "just right" capacity of 15 pounds dry weight. A Huesch Twin takes little space (only 27½ inches wide) yet it is ruggedly built to give years of trouble-free service. Available in steam or gas-heated models. Ask your Huesch representative for details—or write us for information.

HUEBSCH TWIN

HUEBSCH MANUFACTURING COMPANY

Division of THE AMERICAN
LAUNDRY MACHINERY CO.

3775 N. Holton Street, Milwaukee 1, Wisconsin



REGULAR-SERVICE dryclean orders await marking-on slickrail with "S" hooks. Lower rail holds overflow



BUNDLE SLICKRAIL enables girl to mark in almost twice as many garments per hour, since there are no strings to cut or sleeves to untie and work is close at hand. Average for bundle work is 125 pieces per hour

Speedwell Avenue which is part of busy U. S. Highway 202. It has off-the-street parking facilities for about a dozen cars—adequate enough for the business driven in during the normal course of the business day, but a little more room could be wished for come the rush hours.

The plant operates on an "in by 10, out by 5" policy and it is before and after these hours that the highway and parking grounds are most congested. Since nothing frustrates a drive-in patron more than circling the block to find parking space, management is determined to keep the cus-

tomers moving in and out of the lot as fast as possible. One way to do this is to speed up the service at the counter. Here's how it's done at the Morristown office:

First of all, the call office is well staffed. There are three full-time counter girls and two high school students to fill in part time on Saturdays and during the peak hours from 4 to 6 p.m. weekdays.

Equipped with special invoices, a prescribed procedure and a new (to the plant) storage system, this staff can receive and return orders almost quicker than you can spell "Morey LaRue Drive-In Plant" backwards.

Receiving

A separate series of invoices is provided for each service rendered. There is a distinctive ticket for drycleaning, laundry, storage and other specialty services. Each is kept in a separate rack just under the call counter. To keep handling to a minimum the firm makes a policy of using the drycleaning tickets in correct sequence, since the finished garments are stored in numerical order. Because the ticket is drawn from a common pile, maintaining this order presents no special problem.

Each drycleaning invoice is made up of four sheets and has a detachable stub which serves as the customer's receipt. Writing is kept to a minimum with the use of one-time carbons. The same invoices are used for regular

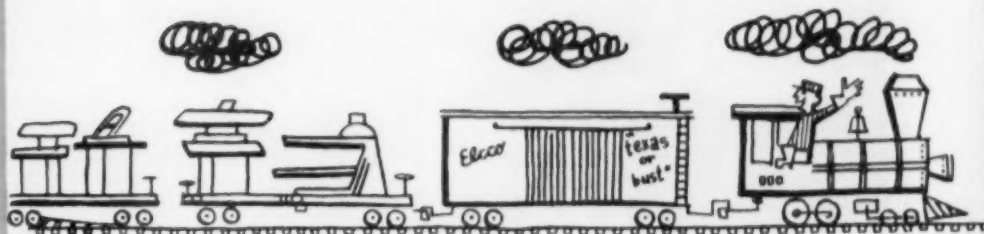


LOT CONTROL is maintained by hanging various types of garments on separate banana hooks and dispatching them to finishing units by lots. Note panel at rear, used for storing extra identification tags



Elcco

has moved to Texas



... and is in production.



AUTOMATIC BOILER



CLEANING UNIT



GARMENT PRESS



SLAVE PLUCKING



SHIRT BUCK BOARD



TROUSER TOP



FRONT OFF-PRESSING



COLLAR



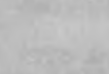
SHOULDER



GENERAL UTILITY



NECK & BACK BLADE



SIDE AND BACK



FINISHING BOARD



OFFSET PRESS



RACKS AND BASKETS



FABRIC HEAD UNIT



SHORT BUCK BOARD



STUD OVER BOARD



SEAM BUSTER



TROUSER LEG



EDGE



SHOULDER

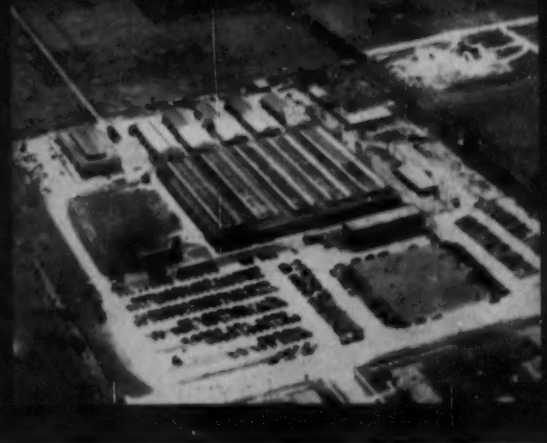
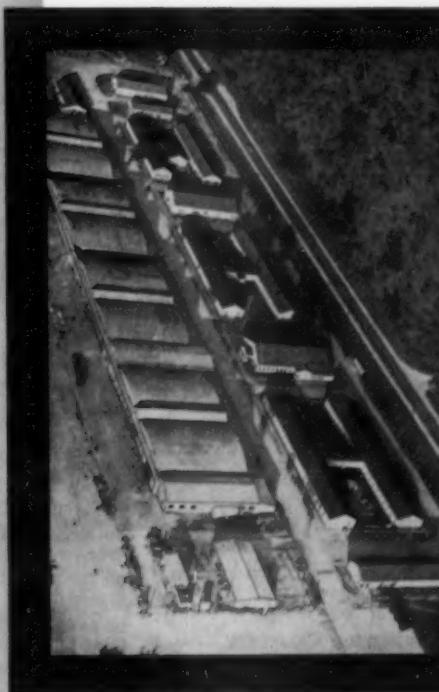


GENERAL UTILITY



NECK & BACK BLADE

TOP COAT OVERBAT



Plant at Brady, Texas

The plant, containing over 200,000 square feet of manufacturing space, is located on 324 acres of land north of the city of Brady, Texas.

Plant at Garland, Texas

The offices and plant, covering approximately 200,000 square feet of floor space, are located on a twenty-three acre tract in the city of Garland, five miles northeast of Dallas.

WRITE TODAY

I am interested in: (1) Literature on Elcco equipment (2) A jobber's district.

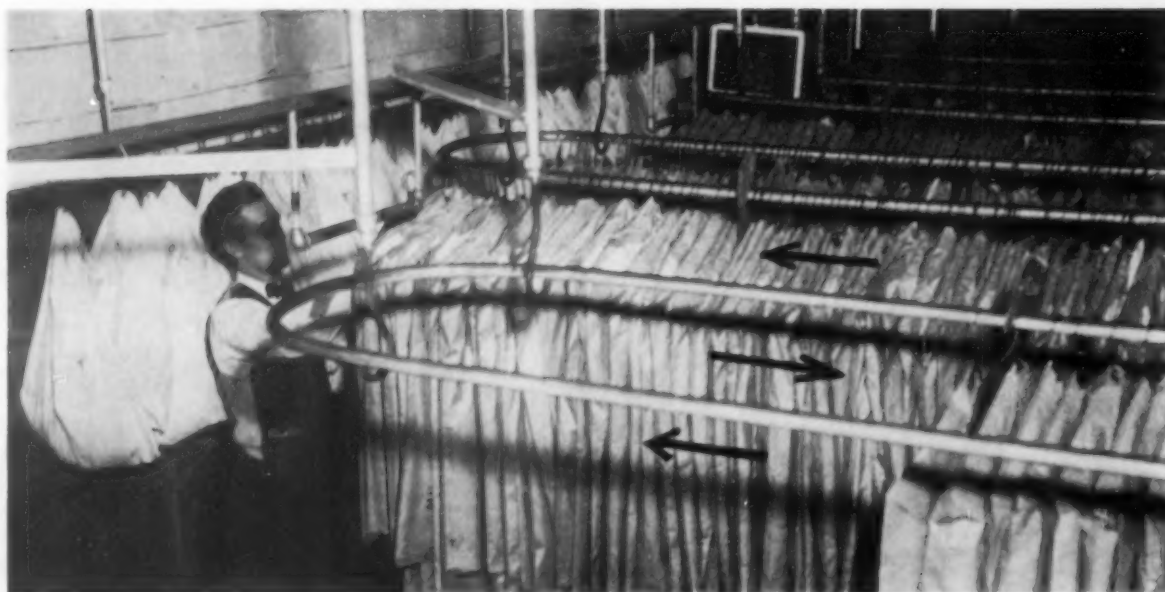
Name _____

Address _____

City _____ State _____

DIVISION OF
INTERCONTINENTAL
Manufacturing Company, Inc.
GARLAND, DALLAS COUNTY, TEXAS

To meet the ever-increasing demands of dry cleaners and laundry plant owners throughout the United States and Canada, ELCCO has moved its entire operation to the industrial Southwest. Today, ELCCO is a major division of the Intercontinental Manufacturing Company, Inc. Two modern factories are in production on the finest line of equipment in the industry. For further information, see your jobber or write direct.



CONTINUOUS RAIL increased plant's storage space 25 percent. Work is filed numerically so that old work can be pushed around as new work enters. Blackboard is chalked to indicate number series in that row

(four-day) service as for same-day service. The only difference is that the latter is identified with the initials "SDS" which the counter girl writes in. As a double check all SDS orders are listed on a special sheet and scratched off as the order is completed.

One copy of the invoice is retained at the counter and another goes to the office as a matter of record. The remaining two copies accompany the

garments, which are placed in canvas bags—one order to a bag.

If the order is for regular service, the bag is hung on a slickrail which runs from the call office to the marking station in the drycleaning department. No garments are marked in at the call counter.

If the order is for same-day service, the bag is placed in a special hamper to be rushed to the mark-in station ahead of the "railed" orders. In this manner the regular orders, which make up the bulk of the work, are kept off the floor and pretty much in numerical sequence.

The girls are instructed to greet each customer with a smile and to be as helpful and courteous as possible. They tell the customer exactly when his order will be ready, making allowance for any item that will require special handling. A changeable sign hung at eye level tells when regular service orders will be ready.

Returning the Garments

When the customer comes in to pick up his garments, he presents his stub receipt. The counter girl turns to an alphabetical rack behind her and pulls the original invoice. She then goes to the storage racks and gets the order, checking the invoice to make certain every item is present.

Management is particularly proud of its storage setup, which employs a continuous serpentine rail, and considers it superior to the 10-rack unit system formerly used. The chief disadvantage of the former system was that large orders requiring more than

one invoice might be split on different racks. The girl would then be obliged to check two or more racks, since the last digit of the invoice number determined in which rack the order would be hung. Under the present system the orders are hung in numerical sequence, and the most recent orders are those nearest the call office. This arrangement saves time and steps.

When not waiting on customers the counter girls file invoices, check the storage rails to make certain the garments are in proper order, clean house and assist other departments in routine duties that can be done at the counter.

Production Procedure

Placing the orders in bags as they are received at the counter has a noticeable effect on the production process. Besides keeping the garments off the floor and making a neater looking plant, it enables the garments to be marked on a first-come, first-served basis.

Even more important is the fact that bagging helps the mark-in girl speed her task. This is evidenced by the fact that when marking in bagged call-office work she can do as many as 125 to 130 pieces per hour. On the other hand, when marking in the work brought in by the drive-in plant's seven routes, the average runs around 75 to 80 pieces per hour.

The difference is attributed to the fact that pickup-and-delivery orders are bundled up and the invoice tied to them with string. The string must be cut and the order unrolled. Further-



PLANT MANAGER Ben Cheatham rolls open dual-purpose counter door which nestles with main counter. Pictured award on wall was presentation of Varsity International Conference of Dry Cleaners, held in Milwaukee in 1953

Only

CAL'S CHARGE

**GIVES YOU ALL
THESE ADVANTAGES**



*"Better Cleaning
Through
Better Products"*



1 MOISTURE CONTROL

It's complete and automatic with Cal's Charge. The moisture from your wet stock goes to each load, and is GONE with each load. And dry charge is left behind for loads which need dry action.

2 NO "PROBLEMS" AT ALL

No static or lint problems, no wrinkles, no odor or harshness. No pressure. No soap stains or oily feel. No "grief" with Cal's Charge!

3 SIMPLER CLASSIFICATIONS

You get complete soil removal with Cal's Charge. Do-overs and wetcleans are mighty few. And Cal's Charge takes out spots right at the wheel.

4 BETTER LOOKING GARMENTS

With Cal's Charge, fabrics will retain their new-looking texture. Whites will stay true and colors come back to life. You KEEP your customers!

5 AND FAR LOWER COST!

Cal's Charge stays in the system, so you have no loss of soap, no loss in cleaning efficiency. More important still, 1½% is enough! . . .
1½% CAL'S CHARGE ACTUALLY OUT-
CLEANS MANY 3 to 4% CHARGES!

CALCO

PRODUCTS CO., INC.
BRENTWOOD, MARYLAND

more, the orders are trucked in by the hamper load. This entails more time and effort on the marker's part since she has to bend over to get the next order. Shaking the garments out of bags is so much faster and simpler. During the normal 42½-hour week this girl marks in an average of 110 garments per hour.

The garments are identified by a prenumbered woven tag which is pinned to each item. The numbers are color-coded to distinguish each lot. To help distinguish same-day-service orders these are always run as "black" lots.

As the garments are tagged, the mark-in girl separates them into three general classifications—light wools, dark wools and silks. The last may include sweaters, whites, jerseys, suedes, etc., which will be reclassified by the cleaner.

If the mark-in girl sees any obvious stains or blemishes in a garment she drapes it over the edge of the hamper to help speed the prespotting operation. All garments are prespotted as a means of assuring good quality on fast service.

The work next moves to the petroleum room, where it is run in a ½ to

1 percent charge. All silks and whites are rinsed as an added step in maintaining quality. Following spotting, wool garments are separated (pants, coats, skirts, etc.) and hung by lots on banana hooks. All work is then dispatched to one of the four wool units, the utility unit or the silk unit. The rails are arranged for through-the-unit finishing. After the finished garments are inspected they go to the assembly area and then on to bagging and storage.

The schedule on same-day specials is set up in this manner:

- 9:00 — Mark-in begins.
- 9:30 — The first load is sorted and prespotted.
- 10:00 — Customers' deadline for same-day specials.
- 10:30 — All same-day specials are marked in.
- 11:00 — All specials are spotted and in the wheel.
- 11:15 — The first load goes through the spotting board.
- 11:30 — Finishers begin pressing first load.

The drycleaning department productive staff is composed of nine employees and is supervised by Stanley Yawger, drycleaning manager. One girl handles the marking; one man does the cleaning and spotting; there are four finishers; one girl for inspection and repairs; one for checking out, and one utility girl.

As mentioned previously, the continuous-rail system used for storing finished work is the plant's pride and joy. It has reduced lifting, eliminated the necessity for leaving gaps (as would be necessary in alphabetical filing) and, best of all, it has increased storage space by 25 percent (or 2½ racks).

Stores Supplement Routes

The Morey LaRue enterprise has its headquarters in Elizabeth, New Jersey. It is primarily a route operation but this has not dissuaded the firm from going in for stores, of which it operates 12.

The Morristown plant is one of three drive-ins with their own parking facilities, but it is the only one offering a complete laundry and drycleaning service with processing done on the premises.

Seven routes operate out of the Morristown plant but the availability of quick service and a discount policy on cash-and-carry service have attracted the drive-in trade to the point where the plant's call office handles as much business as five regular routes. Systems and schedules do pay off. # #

**"They ALL say that
DICALITE is wonderful
in the Charged System!"**



Letters from drycleaners may differ on what kind of charged system they prefer; some like the Filter Rinse method, others boost the Separate Rinse Solvent. But they all agree that nothing beats Dicalite Speedplus or Dicalite Seven, in either method, for giving perfect results without affecting the charge. Garments come through sparkling clean, without graying; linting troubles are greatly reduced (particularly true with Dicalite Seven), spot-

ting and re-runs are cut to a minimum, and solvent costs are naturally kept low. Full details on using Speedplus or Dicalite 7, showing why they don't cut the soap charge, are given in the new Dicalite Drycleaner's Filtration Manual...together with practical tips on solvent filtration in general. If you haven't a copy of this new book, send for it now—it's loaded with practical operating information given us by the top drycleaning plants of the country.

Dependable **Dicalite**
GREAT LAKES
BIOMONOMER MATERIALS

DICALITE DIVISION, GREAT LAKES CARBON CORPORATION.
612 SO. FLOWER STREET, LOS ANGELES 17, CALIFORNIA

Butler air-press

The press all the gals love

Here are
two big
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why...

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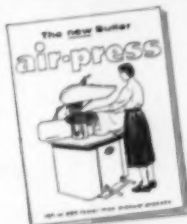
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Blowoff Equipment

Finally standardized and made foolproof

By JOSEPH C. McCABE

MOST CITIES throughout the country have definite safety requirements that all drycleaning and laundry plants have to meet. A number of these requirements have to do with the engineering operations of equipment having steam or electric connections. But until very recently one of the major hazard spots in boiler or pressure-vessels work—the blowoff system—was almost invariably a Rube Goldberg contraption.

The blowoff system is built to handle a basic problem. That problem is one of safely containing and reducing the pressure released upon opening the discharge valve of a boiler, usually, or any pressure tank.

With a boiler you have to open the discharge or blowoff valve connecting to the pressure parts of the boiler at least once a day. This blows off or gets rid of a small percentage of the water in the boiler cycle and

carries off with it much of the unwanted chemical troubles. So the blowoff is a necessary operation you can't do without.

You may reason that you've had a boiler blowoff system working for years with no apparent problems, so why give it a second thought? There are two rather important considerations that bid certain to change this casual attitude for you.

The first consideration is the advent of the fully automatic packaged boiler with its higher operating pressures and requirements of better boiler-water conditions than the old fire-tube boiler. The second is the fact that most city sewer mains are loaded to near capacity because of the many air-conditioning systems dumping their discharge into these mains.

For the average drycleaning plant operator, the advent of the package boiler means his old blowoff system needs checking. Too high a pressure or the wrong pipe sizes can expose plant personnel to scalding water or, what's worse, possible explosion hazards.

The use of Table I provides you with a quick way to determine if your blowoff system is adequate. The material that follows gives in more detail the why's and wherefore's behind Table I.

The second consideration—the overloaded city sewer mains—bears on the average drycleaning-plant operation because of the assurance that the local town fathers will have to face up to every possible way of controlling discharge to the sewers. If a plant's blowoff system dumps either too hot a water or steam directly to the sewer mains, the town has had a problem dropped into its lap. Town ordinances are drawn up to protect the majority and to keep individual problems where they belong.

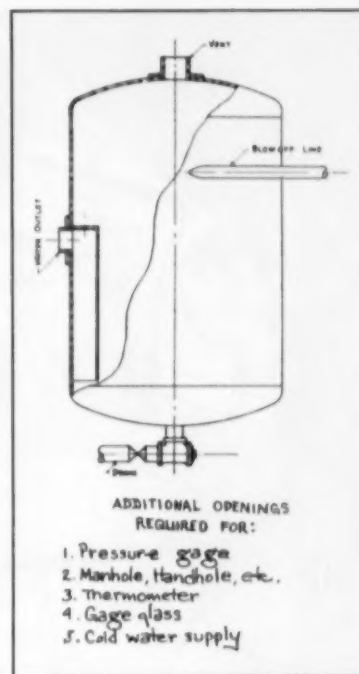


FIG. 1. Open blowoff system frequently used in cities where discharge water is dumped into sewers, where special city ordinances apply

TABLE I

Pipe Connections in Blowoff Tanks

Boiler Blowoff	Water Outlet	Vent
* ¾	¾	2
1	1	2 ½
1 ¼	1 ¼	3
1 ½	1 ½	4
2	2	5
2 ½	2 ½	6

From the blowoff column, select smallest size of pipe in blowoff line from boiler to blowoff tank. Size of water outlet and vent will be that indicated on same line of table. Example: For boiler installation that has 1 ½-inch blowoff line from drum to 2 ½-inch header which leads to blowoff tank, size of water outlet and vent will be determined by 1 ½-inch size.

NOTE: Vent size in above table is based on area of extra heavy pipe and is approximately 5 times area of blowoff line.

* To be used with boilers of 100 sq. ft. of heating surface or less.

Now that you have this problem on your hands, how do you safely contain the discharge, as the first step, and then reduce its temperature as a second step so you can dump it into the sewer or some other drainage system?

Over the years a number of designs have been advanced. For example, one system we remember connected the blowoff piping to a simple tank and just let the blowdown pour into the vessel. After a long enough period, when the discharge from blowoff had cooled sufficiently, it was drained off to the sewer. Actually the job is as simple as that.

The complications come when you pick the equipment. The most popular of the local Rube Goldberg designs was the use of a tank big enough to hold twice as much water as the normal blowoff delivered and the tank had to be strong enough to withstand the pressure. Then the tank was always kept half full of water. When blowdown took place the hot discharge water would pour into the blowoff tank and mix with the water already there. This standing water cooled off the discharge and absorbed much of the pressure as the resulting mixture was pushed out of the tank to the final drain.

This design enjoyed enough popularity to justify at least one insurance

(Continued on page 64)

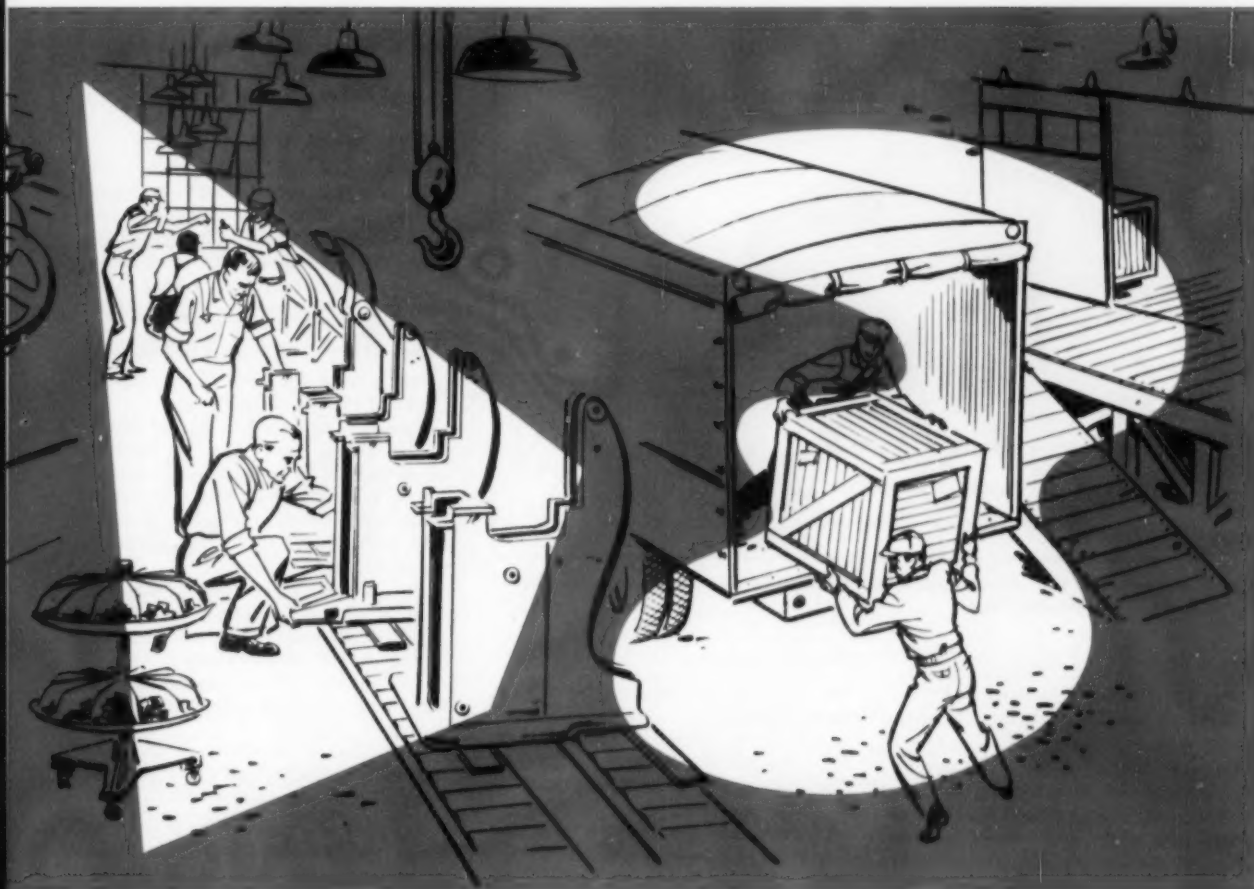


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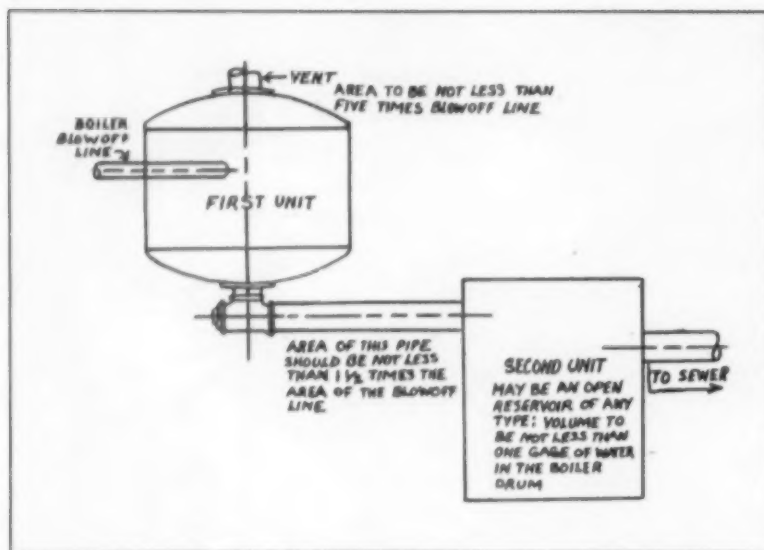


FIG. 2. Stripped-down blowoff tank showing four fundamental pipe connections: inlet (blowoff 1-inch line); vent, outlet, drain pipe

(Continued from page 61)

company's investigating it. The reason for their interest was this: There is a very definite relationship among the sizes of the pipes serving as inlet, outlet and vents (Fig. 1). Unless these pipe sizes are correct (Table 1*), a number of difficulties could develop. A quick review of the insurance company's experience will show the extent of these difficulties.

This company began experimenting with different proportions for the various pipe connections—inlet, outlet, vent. As a starter they proportioned the pipe connections at a 1:2:4 ratio for their areas with the first dimension representing the area of the inlet pipe. With these proportions as a basis a tank was built with a volume twice the cubical contents of one "gauge" of water in the boiler. The pipe connections consisted of a 2-inch inlet, 3-inch outlet and 4-inch vent corresponding to the pipe area ratios of 1:2 $\frac{1}{2}$:4. On the first test the storage water was blown out, followed by the hot water and steam.

After a great many experiments and changes in points of connection, as well as piping inlet proportions, the answer was found to be the size of the outlet. By reducing the outlet size to that of the inlet the pipe friction was increased enough to retain the blowdown water in the tank. The necessary friction could be provided by a longer pipe between the boiler and

the blowdown tank, or by adding turns in the line.

The above design meets the basic requirements for blowoff equipment. The storage water, however, must be at room temperature at the time of blowdown, and the design is such that the storage water is forced out to make room for the water blown from the boiler. If this tank design is to serve a battery of boilers which require a consecutive blowdown, then provision must be made to replace the storage water with water at room temperature after each blowdown.

Recommended Rules: But since this initial insurance company study another agency† with nationwide authority entered the picture. Their investigations went beyond the stage of experimenting for a single design to do the blowoff job. They recognized the possibility of many ways of safely reducing blowdown pressure and water temperature so that any recommended set of rules should be broad and quite general. Accordingly they have drafted regulations that divide into three specific sections: Section I—General Rules; Section II—Rules for Single Units for Reducing Temperature and Pressure; Section III—Rules for Multiple Units for Reducing Temperature and Pressure.

The regulations do cover continuous blowdown systems but the general requirements under Section I must be met no matter what arrangement of equipment is used. These recommendations, if the usual situa-

tion prevails, will eventually be accepted as the official requirements by most of the cities and states in the United States.

Section I—General

(a-1) The blowdown from a boiler or boilers that enters a sanitary sewer system, or blowdown which is considered a hazard to life or property, shall pass through some form of blowoff equipment that will reduce pressure and temperature as required in (a-2) and (a-3).

(a-2) The temperature of the water leaving the blowoff equipment shall not exceed 150° F.

(a-3) The pressure of the blowdown leaving any type of blowoff equipment shall not exceed 5 p.s.i.g.

(b) The blowdown piping between boiler and blowoff tank shall comply with Pars. P-307 to 312 inclusive of the ASME Boiler Code.†

(c) All materials used in the fabrication of boiler blowoff equipment shall comply with the material section of the ASME Boiler Code.

(d) All blowoff equipment shall be fitted with openings to facilitate cleaning and inspection.

Section II—Single Unit (boilers operating at 399 p.s.i. and below)

(a) When a single unit is used to lower the pressure and temperature of the blowdown from a boiler, it shall be designed and operated in accordance with the rules of this paragraph. The attached sketches (Figs. 1 and 2) show correctly designed single-unit blowoff tanks.

(b) The tank or receiver used in a single unit shall be designed in the following manner:

(b-1) The tank shall be of a volume equal to twice the volume of water removed from the boiler when the normal water level is reduced not less than 4 inches.

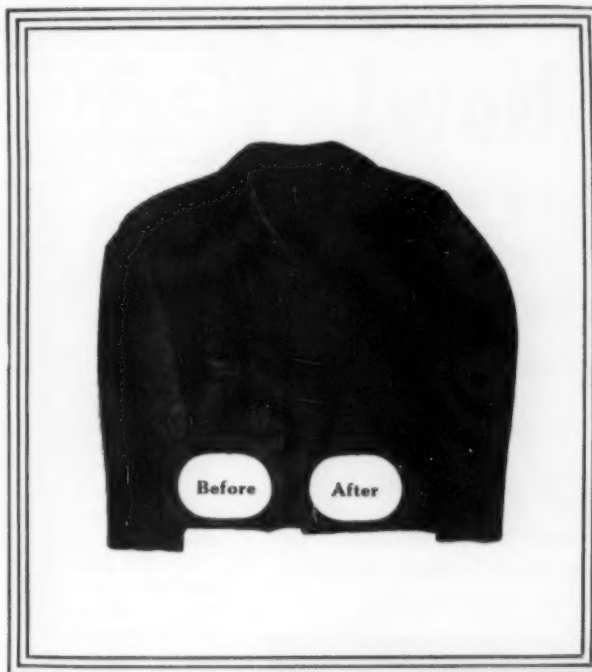
(b-2) The tank shall be fitted with a blowoff line inlet, water outlet vent connection, drain connection, cold-water supply line, inspection openings, pressure gauge, thermometer well and gauge glass. The water outlet connection shall be connected to the tank so that it will remain half full of water after each blowdown. The blowoff line inlet shall be located between the water level in the tank and the top of the tank. The blowdown should enter tangentially and a wearing plate or baffles placed in the tank to extend the life of the shell. The outlet connection shall have a water seal incorporated in its design. The vertical leg of the water seal shall extend to within 6 inches of the bot-

* C. O. Myers, Secretary, National Board of Boiler and Pressure Vessel Inspectors, Brunson Building, 144 N. High Street, Columbus 15, Ohio, for the booklet "National Board Boiler Blowoff Equipment," \$1.

† The National Board of Boiler and Pressure Vessel Inspectors.

‡ American Society of Mechanical Engineers, 29 W. 39th Street, New York 18, N. Y.

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tom of the tank. The top of this water seal shall have a $\frac{3}{4}$ -inch opening to act as a siphon breaker. The vent connection shall be located in the uppermost part of the tank, open to the atmosphere without intervening stop valves and shall discharge at a point that is away from walkways and other adjacent property.

(b - 3) The size of the blowoff line inlet, water outlet and vent shall have an area ratio of 1:1:5 (to the nearest pipe size). This ratio of openings is listed in Table I. The openings in the shell of the tank for the water outlet connection should be at least two pipe sizes larger than the blowoff inlet. This opening then shall be reduced to the size as shown in Table I. (See explanation under d - 6.)

(b - 4) The connections to the tank shall be designed so that freezing will not close the inlet, outlet or vent.

(c) The tank shall be fitted with inspection openings as required in Pars. UC-45 and -46 of the ASME Unfired Pressure Vessel Code and appliances outlined below:

(c - 1) The tank shall be fitted with a gauge graduated to read 0 to 25 p.s.i. pressure; (c - 2) an opening for a thermometer well, located close to the water outlet connection, and in contact with the retained water in the tanks; (c - 3) a gauge glass at least $\frac{1}{2}$ inch in diameter. The lower connection to the glass shall be made at a point about 6 inches below the water line and the upper connection about 6 inches above the water line.

(c - 4) The tank shall be fitted with a drain connection which is at least 2-inch standard pipe size with fittings to facilitate cleaning, and (c - 5) a cold-water supply line which is at least $\frac{3}{4}$ -inch pipe size.

(d - 1) No boiler may be blown down into a blowoff tank which contains water at a temperature exceeding room temperature unless it is fitted with a cooling device as outlined in Par. (d - 2). When the temperature of the water in the tank exceeds room temperature, the temperature shall be reduced to room temperature before blowing down a boiler.

(d - 2) If a blowoff tank is used in connection with a battery of boilers and it is desired to blow down the boilers consecutively and not replace or cool the water in the tank after each blowdown, an automatic-limit-control water cooling or mixing device shall be attached to the tank or to the water discharge line so that cold water will be mixed with the blowdown water to reduce the temperature below 150° F. The rate cooling water required shall be at least three times the rate of the water discharge from the tank.



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(d - 3) If during the operation of the blowoff tank the pressure is more than 5 p.s.i., additional vent area shall be provided.

(d - 4) If during the operation of the blowoff tank the temperature of the water from the tank exceeds 150° F, cooling water shall be mixed with the discharge from the tank to lower temperature below 150° F in accordance with Par. (d - 2).

(d - 5) If the tank is less than one-half full after a boiler is blown down, it shall be brought to the proper level by adding water before the next blowdown.

(d - 6) If, during a blowdown, the water seal cannot be maintained, the water outlet line shall be reduced one pipe size. Operators are cautioned that a reduction of water outlet pipe size may cause an increase in pressure in the tank. If the tank pressure exceeds 5 p.s.i., the vent pipe size shall be increased.

(d - 7) All scale and sediment blown from the boiler that does not remain in solution with the water will deposit in the bottom of the tank. Therefore, the tank shall be blown down periodically to prevent the sediment's accumulating to a point that would close off the outlet to the sewer. # #



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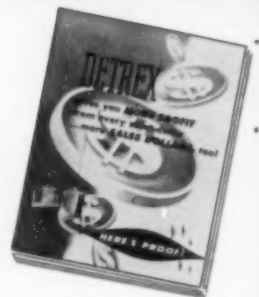
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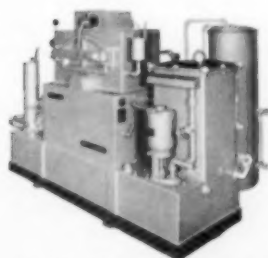
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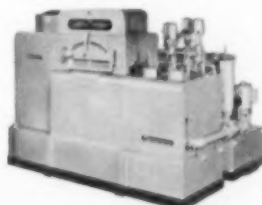
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See DETREX Profits in Action—NEXT PAGE

THIS COULD BE *You*



SWIFT CLEANERS, *Elizabeth, N. J.*

Swift Cleaners, 361 Morris Ave., Elizabeth, N. J., owned and operated by Mr. Sam Nelson, employs ten persons including his partner, Harry Diamond and his son, Robert Nelson.

Sam Nelson has a long background in the drycleaning business. At the age of 11 he started to work part time in a drycleaning plant, graduating to full time work in 1923. In 1930 he opened his first plant, a retail petroleum operation also in Elizabeth, N. J. This plant was sold in 1932 when he opened a wholesale petroleum cleaning plant in Westchester County, New York, which remained in operation until 1940. At that time he moved back to New Jersey and opened Swift Cleaners—his present establishment.

Swift Cleaners switched to a Detrex machine in 1951 after considerable experience with two other makes of equipment. Since the purchase of the DETREX machine Swift's business increased over 300 per cent.

A larger machine, DETREX AMBASSADOR, was purchased in April, 1954. They are getting over 200 pounds per hour from their Detrex Ambassador. This volume is being handled by one person who does both cleaning and spotting. In the past, they had to work overtime to keep up with their cleaning schedule. Now the Ambassador runs only 4 or 5 hours a day and two girls marking steadily cannot keep up with its output.

According to Mr. Nelson, one of the reasons the Detrex Ambassador has a big advantage over large petroleum washers is that it divides the load. With the Ambassador 70 to 80 pounds of cleaning comes through every 20 minutes, instead of waiting an hour or longer for one large load as with petroleum washers. The result is a much smoother work flow. Mr. Nelson states that the cleaning with the Detrex Two-bath Ambassador is "far superior to anything I have seen in my entire lifetime in the drycleaning business."



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Self-Service Shows Potential

Impressive sales increase is noted
at store outlet in Great Britain



CUSTOMER INSPECTS order. Identification tag has been removed, stapled to bag. Counter girl keeps hanger, folds bagged order in three

SELF-SERVICE has revolutionized retailing and merchandising in many retail lines—supermarkets, drugstores, hardware, wearing apparel—just about every line you can think of except banking. So far its effect on dry-cleaning store operation has been negligible. Judging from the experience of a British drycleaner, its possibilities in our field are tremendous.

The British operation is John Hood, Ltd., London Road, West Croydon. To our knowledge, the installation is the first of its type in Great Britain. L. S. Malkin,* a director of the firm, states that the store had been in operation for 10 years, and that the conversion was completed on March 1, 1954. By October 20, volume had increased 41 percent over the previous

year. "We are more than pleased with the results," he says, which must be something of an understatement.

Physically, the setup includes a U-shaped, three-section counter and five storage lines which run from the front to the rear of the store. The lines are divided up into alphabetical sections. A customer coming in to pick up an order walks to the proper section, compares her receipt with the invoice copy stapled to the garment bag, and brings her order to one of the counter sections.

The counter girl checks the invoice and receipt, raises the bag on a ceiling rod, removes the hanger, folds the order twice for easy handling, accepts payment, and the transaction is complete. It is the practice of customers in Great Britain and on the Continent to inspect work closely before accepting it, so raising the bag would be necessary even if the hanger

*Our thanks to Mr. Malkin and the editors of two British journals for the source material on which this article is based: R. Ashpole of *Laundry Journal* and Andliffe Prince of *Power Laundry, Dyeing and Cleaning News*.



INTERIOR IS NEAT, modern, functional. Note that rack system does not require much more space than conventional arrangement

were not removed. Hood's base price at present is the equivalent of 62 cents, which makes it impossible to let the customers keep the hangers.

The counter is so positioned that the attendants get a clear view of the three aisles. If a customer needs assistance, the attendant can easily step back and help her locate her order.

Mr. Malkin did not provide cost information, but it is safe to assume that the store is operated with fewer clerks than would otherwise be necessary. It is staffed, at least part of the time, with two girls who also handle marking and bagging. The biggest asset of the system is in the customer convenience provided. In introducing

the outlet, Hood used such slogans as "Don't Wait in Line; Serve Yourself and Save Time"; "Quick on the Uptake; Quick on the Outtake at John Hoods"; and "Hoods Help Those Who Help Themselves."

Mr. Malkin got the idea of a self-service outlet from a visit to Model Launderers and Cleaners, St. Paul, Minnesota, where a self-service system has been in operation at its plant store for two years. The July 1953 issue of *Starchroom Laundry Journal* carried a complete article on Model's setup.

Model, in turn, patterned its system after one that has been in operation at the Star Palace Laundry in Rochester, New York, for 10 years. Star Palace got its idea from a Canadian plant near Niagara Falls.

It Works Here, Too

From all indications, at Model and Star Palace the system has been very successful. Roger Foussard of Model states that since the system was installed, volume in his call office has increased 20 percent, at least half of which may be directly attributed to the self-service feature. In addition, it has made possible the elimination of about one and one-half counter girls. Before the system was installed, four to five counter girls were needed during peak hours. Now two girls can easily handle higher volume and take care of marking and assembly operations as well.

Mr. Foussard says that the only drawback of the system is that it requires somewhat more space than the conventional rack arrangement. The Hood arrangement, however, appears to require little if any more space than ordinary racks. Hood, unlike Model, is not handling laundry bundles through its outlet. Covered shelf space above the lines for household work, etc., is provided, and appears to be ample to store shirt bundles, if Hood adds this service.

Mr. Foussard says that most of the cleaners who have seen Model's call office are not particularly impressed as they feel that the customers would object to picking up their own orders. This has *not* been the case. Eighty percent of Model's customers use the self-service feature, and only 20 percent still request that their work be brought to the counter. Most of the customers like it very much. After two years of experience, the Foussards are more enthusiastic about it than ever.

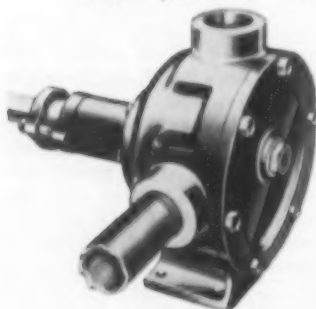
It works in Rochester; it works in St. Paul, and it works in England. Could be that a lot of drycleaners are dragging their feet. # #

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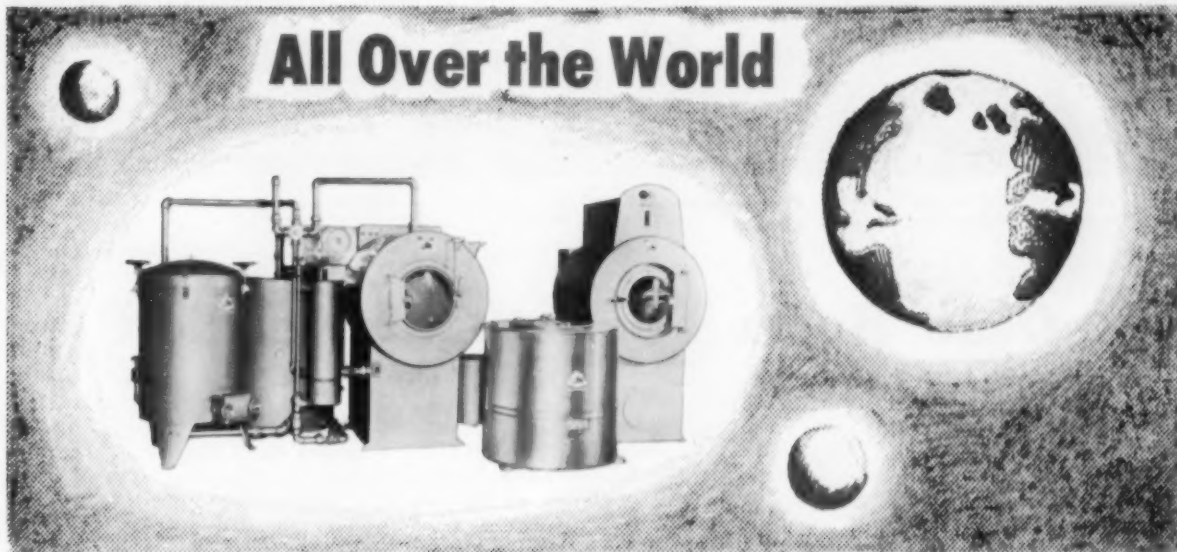
... then you are assured of improved pump operation and prolonged life. Pump is equipped with steel liner and carbon graphite bearings requiring *NO* lubrication. Extra long stuffing box prevents leakage.

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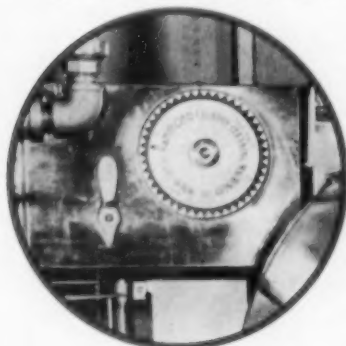
All Over the World



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.....From Muleshoe, Texas to Beirut, Lebanon, to Bogato, Colombia,Bombay, India, Hong Kong, Singapore and in every corner of Canada, Alaska, Mexico and the United States you'll find Hammond

Atomic Drycleaning Units in operation. This is ample proof that the famous Hammond Atomic Unit is high in operating efficiency, low in maintenance cost.



The automatic controls for the Hammond Atomic Unit were developed exclusively by Hammond. They are the ultimate in simplicity and efficiency.

SPECIFICATIONS

Hammond Atomic Units are available in either 10 suit or 20 suit capacity.

Hammond Monel vacuum filter- 1000 G.P.H. or 2000 G.P.H.

The new, safe-level Storage Tank

Hammond Wizard Extractor - 24" or 30"

Hammond Atomic Washer - 40 lb. or 75 lb.

Hammond 36 x 30 Open End Tumbler

Floor Space: 10 Suit - 4½' x 10'

20 Suit - 6' x 12'

Hammond
LAUNDRY-CLEANING MACHINERY CO.

HAMMOND BUILDING • WACO, TEXAS

Clip and mail for more details:

☐ Please send all available information on Hammond automatic equipment.

☐ Have your representative call with prices and details.

Name _____

Firm _____

Address _____

City _____ Zone _____ State _____

Hammond Laundry-Cleaning Machinery Company
Hammond Building Waco, Texas



OFFICERS AND DIRECTORS, left to right: C. C. Loudenslager, Al Fligor, Ben Swigart, Donald Strater, Jack Truxal, Carlton Schwan, Al Miller, Robert Smith, Julius Hilz and Tom Read

Ohio Holds Fortieth Convention

IN A STATE LONG FAMOUS for fine drycleaning, there seems to be a thirst for knowledge on the part of its drycleaners that can't be quenched. The fortieth annual meeting of the Ohio State Association of Cleaners and Dyers, held at Columbus November 12-14, was jam-packed with technical know-how from the opening session right on down to the closing bell.

Hard-working executive secretary Jack Truxal and the enthusiastic group of state officers made it a convention to remember. The meeting started out with an 8:00 p.m. session on Friday evening featuring Dr. Jules LaBarthe of the Mellon Institute of Industrial Research, speaking on serviceability and servicing of new fabrics, and Dr. Nicholas Nyaradi of Bradley University, Peoria, Illinois. At 10:00 p.m. a big "hello" party got under way for a general get-acquainted period.

Free coffee and doughnuts were served as an added inducement for the registrants to be on time for the 9:00 a.m. opening session on Saturday. The entire day was devoted to a school-type program with the delegates split into four groups and alternating from one "classroom" to another for one hour and fifteen minutes with each of the speakers.

H. E. Swigart of Fairborn presided over group A, which featured Richard Fox of Fox Cleaners, Dayton, who with his advertising director, Rex Sollenberger, presented "The Modern Approach to 'Cleaner' Advertising."

Group B, presided over by Charles Weaver of Columbus in the absence of his boss, Clovis Loudenslager, presented a talk on "More Production for Less Money" by industrial engineer Donald Peters.

T. R. Read of Akron was in charge

of Group C, featuring Hal LeRoy, plant manager at the National Institute of Drycleaning, showing various "Operating Techniques of the Institute Cleaning Plant."

Art Bryan of Cleveland headed up group D, which had E. J. Raabe, an insurance executive from Van Wert, explaining "Your Association's Bailee, Content and Storage Insurance Plan."

After a big Saturday-night banquet the convention wound up Sunday morning with a talk by Verlin Pulley of Oxford, Ohio, on "The European Way." The final speaker was C. B. Kasson, vice-president of R. R. Street & Co. Inc., aided by L. P. Giddings,


field technician for the company. Their subject was "Control—the Basic Principle of Modern Drycleaning."

Newly elected officers are: president, Carlton F. Schwan, Port Clinton; vice-president, Donald E. Strater, Toledo; treasurer, C. C. Loudenslager, Columbus. Charles B. Truxal, Columbus, continues as executive secretary.

Trustees chosen for a three-year term are: Robert Smith, Columbus, and A. L. Miller, Cleveland. For two years: A. O. Fligor, Chillicothe, and J. W. Hilz, Hamilton. One-year trustees are T. R. Read, Akron; H. R. Swigart, Fairborn, and R. E. Wuerdeman, Cincinnati.—Lou Bellew



TOP to bottom, left to right: Entertainer George Bailey, Mrs. and Al Fligor, Mrs. and Clovis Loudenslager, Mrs. and Ben Swigart, Mrs. and Carlton Schwan, Eddie Fusco, M.C. Mrs. Fusco, Dan and Mrs. Strater, Andre and Mrs. Gelpi, Julius and Mrs. Hilz, Art Bryan, Tom Read, Lorraine Bancroft of Morenci, Mich.



A
thinking
dry cleaner

won't kill his business—

a thimker may!

WHICH

The Thinking dry cleaner



The "Thinking Dry Cleaner" is a forward-looking merchant who always keeps his customers' best interest at heart. He fully accepts his responsibility to safeguard his customers' "out-of-use" garments against soil, moth damage, fading and mildew by offering the "Best in Protection for Out-of-Use Garments" as a part of his regular services. He knows from his past experience and from the proof of many millions of successfully protected "out-of-use" garments that there is no better way to protect a garment than by proper dry cleaning that destroys moth life followed by the immediate sealing of the cleaned garment in a non-reusable bag that must remain sealed until the garment is ready to be worn. He knows that once the garment is removed from the container, it is subject to moth re-infestation and must be dry cleaned and resealed in another bag before being stored again to assure complete protection. This means more satisfied customers and more business for him.

Light that causes fading is in the mind of the "Thinking Dry Cleaner" when he packages his storage services. He knows that he must package "out-of-use" garments in a sealed package that will shut out light and thus prevent fading.

Trapped moisture that can cause mildew is recognized by the "Thinking Dry Cleaner" as a possible cause of garment damage. That's why he uses a package that permits "breathing" and thus avoids this danger.

Sealing against soil and moth damage is essential because the dry cleaning services have been completed. That's why the "Thinking Dry Cleaner" sees to it that cleaned garments are tightly sealed within the bag, and cannot be removed without destroying the bag.

Re-cleaning to prevent soil and moth infestation is an obvious step in the dry cleaning process. The "Thinking Dry Cleaner" has long since learned that any garment that is removed from a sealed paper bag is subject to soil and moth infestation. It must be cleaned again before being stored again.

It all adds up. The "Thinking Dry Cleaner" uses Moth Seal Storage Bags for the following reasons:

1. They are made to seal garments tightly against soil and moth damage.
2. They exclude light to prevent fading.
3. They provide positive protection that is guaranteed not to smother garments and cause mildew.
4. They have been proved in use as the most popular and successful storage bag in the entire world. There is no substitute for Moth Seal efficiency.

Serving the Thinking dry cleaners of America!

Lincoln Bag Company, Inc.

4200 WEST SCHUBERT AVENUE • CHICAGO 39, ILLINOIS

are YOU?

The "Thimker"



His business attitude is shortsighted—his trademark, an outstretched hand for a "fast buck."

His interest in the customer stops when he rings up the money. To him, every sale is final and well it may be, for the ringing of his cash register may actually be tolling of bells over the loss of another customer instead of the happy jingle of steady, repeat business.

He has no feeling of responsibility to his customers and he senses no obligation to provide protection for his services and his customers' "out-of-use" garments. Once the garment leaves his plant, he's through with it—and protection against fading, mildew, soil and moth damage is of no concern to him. He "just cleans the clothes and sells a reusable bag."

He gains a fast buck, but may lose a customer and start his business down Progress Road—backwards.



Standard Cedar Grain
without Windo



DeLuxe Windo style



HIGHLIGHT OF ALL-DAY session was panel discussion with participants (left to right): Dr. Dorothy Siegert Lyle, NID; Mrs. R. A. Connor; Miss Huldah Palin; Paul Barnard; A. J. Abrams, Indiana director, Dale Carnegie Institute of Speech, moderator; David Scheele; George Johnson of the AIL and Brick Brickel

Meeting in Indianapolis

HOOSIERS WERE KEPT HOPPING at the "Work-All-Day Saturday Program" of the Indiana Dry Cleaning and Laundry Institute convention, held December 3 through 5 in Indianapolis' Claypoole Hotel.

A welcome to the delegates, delivered by Paul E. Lerch, president of the Institute, opened the session and was followed by a discussion of merchandising trends by Arthur Fry, president of Fry Brothers Co. George H. Johnson, vice-president of the American Institute of Laundering, followed with "Modern Textiles and the Commercial Laundry." William L. Phillips, sales manager of Muzak Corp., described the benefits of music in industry.

Taking the after-luncheon spotlight was Hy H. Schwartz, editor of *American Laundry Digest*, Chicago, who asked "So Routes Don't Pay?" The National Institute of Drycleaning's Dr. Dorothy Lyle followed with "Who Foots the Bill?"

"From Where We Stand," a panel discussion of the industry, closed the afternoon's program. Featured on the panel were: Miss Huldah Palin, adjustment bureau, L. S. Ayres & Company; David Scheele and Paul

Barnard, fabrics buyers, L. S. Ayres & Company; George H. Johnson, vice-president, AIL; Dr. Dorothy S. Lyle, director of consumer relations, NID; "Mrs. Housewife," Mrs. Robert A. Connor, Indianapolis, and "Mr. Customer," Brick Brickel, managing director, Brickel Institute of Leadership Training, Memphis, Tenn.

At 9:30 Sunday morning delegates met to discuss questions collected at the previous day's program. C. J. Martin, president, Parlee Co., Indianapolis, then reported on methods of sanitizing textiles. The final event of

the convention was "A Jet Joy Ride" piloted by "Sunshine" Gene Flack.

The ladies who attended the convention came in for their share of entertainment. Besides holding a "Howdy Neighbor Party" to welcome delegates on Friday night, the Institute scheduled a cocktail party and banquet for the delegates and a ladies' cocktail party and luncheon.

The new president of the Indiana Dry Cleaning and Laundry Institute is Kenneth E. Ballinger, Anderson (Ind.) Laundry and Dry Cleaning Co. Lee V. Leonard, Home Laundry Company and Crown Cleaners, Bloomington, Ind., is the new vice-president, and Kathryn Smith will continue as treasurer, although she has resigned as secretary of the association. The 1955 secretary has not yet been announced.

The following directors have been elected for three-year terms: Julian I. Saltzstein, New Way Launderers & Cleaners, Gary; J. H. Hudlow, Jr., West Side Cleaners, West Lafayette (replacing his father who has finished a term); Clayton Troyer, Troyer Cleaners, Elkhart; Curtis Roush, Hahn-Way Cleaners, Fort Wayne; Oalos E. Dixon, Dixon Cleaners, New Albany; N. W. Humbaugh, American Laundry, Inc., Washington, and Jerry J. Keever, Jerry Keever Cleaners, Muncie. # #



HOWDY NEIGHBOR party opened Indiana convention on Friday, December 3

Panel Highlights Illinois Meeting

WITH 275 REGISTRANTS turning out November 5-7 for a rousing good time in Chicago, the thirty-eighth annual convention of the Illinois State Cleaners and Dyers Association proved a big affair. No less than 315 attended the big Saturday-night banquet. The keynote of the meeting could be summed up in one word—

fun—and as a result the meetings attracted a far smaller audience than the registration would indicate.

Officially the convention opened Friday afternoon at four o'clock. At 9:00 p.m. the A. & E. Machinery Co. of Chicago put on an evening affair featuring cocktails, dancing and gifts.

George Rider, NID director from

Wisconsin, and one Bellew shared the Saturday-morning session after the usual formal opening by the Illinois officers. Saturday-afternoon sessions had the best turnout of the convention to hear Bill Boyd, sales manager of the Sanitone Division of Emery Industries, Inc., and the panel discussion featuring Paul Betscher as moder-

**"New equipment
not necessary"**

The above theme song is currently popular with drycleaning soap manufacturers.

Each takes the position that there is something peculiar about his soap which requires no new equipment.

Actually, all drycleaning soaps on the market may be used without the purchase of new equipment.

Use of conventional equipment with no-rinse formulas affords the easy way out for the soap maker who is not staffed to render technical service while introducing the advanced methods.

**"Make more profit
with new equipment"**

The above has been STREET's recommendation since March of 1952 when 6 pages of paid advertising in *National Cleaner & Dyer* were devoted to the advantages of the combination washer-extractor unit.

Since that memorable release in March of 1952 the sale of washer-extractor units has been stimulated beyond our highest expectations.

STREET's shall continue to encourage the purchase of new washer-extractor units because the balance sheets of recent purchasers clearly indicate that such action is the surest way to added profit for the cleaner.

when you buy automatic equipment

Sooner or later you are certain to purchase one of the new washer-extractor units.

When the time comes be sure to observe the following:

1. Insist on the model which is designed specifically for the two-bath method.
2. Get the manufacturer's assurance that there can be no pocketing in valves, traps or pipelines which would permit dilution of 4% solution by rinse solvent, or contamination of rinse solvent by 4% solution.
3. Place your order for two-bath equipment with complete confidence that 4% 886 with CONDUCTIVITY CONTROL will pay big dividends, as proven so conclusively in many hundreds of plants since March of 1952.



ator, with Carl Franke, Jr., Paris Cleaners & Furriers, Springfield; Harold Bender, Swiss Cleaners, Indianapolis, and Elwood Hopping, Pantorium Cleaners & Dyers, Inc., Dayton, Ohio.

Talking on "Pattern for Profit" Bill Boyd advised cleaners to "pay attention to little things, smarten up on modern dress design and fashion, read trade publications, as well as all the fashion magazines, build up a good reputation and then work to keep a good reputation."

On the panel Harold Bender spoke on incentives for routemen. He felt merchandise prizes with the routeman's family having a voice in their selection were far better than cash awards "which often don't get home." He also stated awards must be dramatized highly to seem important enough to spur the routemen to extra effort. Above all, the owner of a plant has to have real enthusiasm in order to get the routemen enthusiastic.

Carl Franke, Jr., taking up branch stores, compared most cleaning plants with the corner grocery store that operates on credit. For the most part the corner grocer has been forced out of business by the supermarket which

offers easier ways to shop. Quick service has won favor with the housewife who, after all, holds the purse strings.

Carl had some interesting figures on how to determine whether or not a branch store is profitable. He thinks the monthly branch store costs must not exceed one week's volume. For instance, with a store rental of \$100 a month, counter girls earning a total of \$252 per month, light, water, heat, janitor, telephone and advertising at another \$78 per month, the total monthly costs would be \$430. If that store's weekly volume doesn't equal \$430, then the branch store is unprofitable.

Elwood Hopping, the final panel speaker, described his firm's package plants. His enthusiasm for this type of operation was quite apparent, even though he tried hard to be completely impersonal in his presentation of the facts uncovered in the operation of six such units. According to Elwood, Pantorium operated 34 branch stores until five years ago, when it cut out the unprofitable ones, leaving only 20. Since then the company has introduced six package plants, each in a rapidly expanding neighborhood with

heavy population, on main-artery intersections, with shopping centers, supermarkets, stores, etc., nearby. Each plant runs \$100,000 to \$125,000 per year. They feed shirts and laundry to the main plant; the ratio has been \$300 in laundry attracted to the package plant for every \$1,000 of dry-cleaning.

Routes have not been forsaken in the areas serviced by the package plants. In one area serviced by three such package plants, the original two routes have been increased to four. The best thing about these Pantorium plants, the speaker reported, is the fact there are fewer headaches per \$100 worth of business than in the big, main plant. Everyone works and carries his own weight, and it's easier to check on a small-plant operation.

Sunday morning featured William Schumaker of The American Laundry Machinery Company, speaking on "Shirt Laundry Problems for the Dry-cleaners," and Lloyd Ferm of Walter Haertel, Inc., who spoke on "How Storage Builds Drycleaning Volume."

The last speaker was William Browne, public relations director for the National Institute of Drycleaning—and what a speaker. He will probably wind up devoting *all* his time to convention speaking when the word gets around.

New officers of the Illinois Association are: president, Carl D. Franke, Jr., Springfield; vice-president, Clarence Felstead, Chicago; secretary-treasurer, Art Janes, Decatur; chairman, Hugh Smith, Oak Lawn, the retiring president.

Directors for three years are: Milton Rosenberg, Chicago; Don Harbur, Peoria; J. F. Stork, Alton. Directors for two years: Al Gerber, Springfield; Paul Betscher, Chicago; Herman Hoekstra, South Holland; George Neumark, St. Charles. Directors for one year: Ray Anderson, Galesburg; Mrs. Ruby Smith, Benton; Orville Crossley, Rock Island; John Kopolas, Rockford; Walker Van Laningham, Rantoul.—*Lou Bellew*



AT BANQUET, left to right, top: Jean Fisher, Mr. and Mrs. Paul Betscher, Mr. and Mrs. Rudolph Maslek, Lavin Smith, M.C. Ed Breen, Hugh Smith, Mrs. Carl Franke, Jr. Front row: Mr. and Mrs. Morry Cornick, Mrs. and George Rider. Bottom: Lavin Smith, Ed Breen, Hugh Smith, Mrs. and Carl Franke, Jr., Mrs. and Clarence Felstead, Mrs. and Arthur Janes



MORE BANQUETERS, left to right, top: Mr. and Mrs. William Skahen, Mr. and Mrs. Herman Hoekstra, Mr. and Mrs. Fred Schumann, Mr. and Mrs. Morry Cornick. Bottom: NID Director George Rider, Mrs. and Orville Crossley, Mrs. and Harold Bender, Executive Secretary Dottie Olsen, Wisconsin President Arthur Furman

WHEN YOU GO TO FLORIDA...VISIT Howard T. Hutchens' "dream plant"



...and read this
letter in which
Mr. Hutchens
describes how he
has profited by
**Street's Electronic
Conductivity
Control Process**

R. R. STREET & CO., INC.

561 W. Monroe St.
Chicago 6, U. S. A.



Florida DRIVE-IN "LAUNDRYCLEANERS"

Mr. Paul Warren
R. R. Street & Co.
561 W. Monroe St.
Chicago 6, Ill.

July 9, 1954.

NO. 1001 FLORIDA AVE.
FINDER, FLORIDA 32111
LAKELAND, FLORIDA

Dear Mr. Warren:

After travelling in 40 states, thru So. America, and several countries in Europe, and visiting more than 1,000 plants in the past 2 years, I finally planned and built my "DREAM PLANT" here in Lakeland, Florida. This plant is my fourth laundry and dry cleaning plant and needless to say I wanted the best of machinery and processes available.

Now all southern cleaners will tell you that dry cleaning is much more difficult in the south than in the north because of perspiration problems and the high humidity. Well, we were more than pleased that we were able to install your wonderful AUTOMATIC CONDUCTIVITY CONTROL.

After five months of absolutely top quality results in our new plant I want to tell you that we are now doing ALL our cleaning for our three Lakeland plants in our new plant alone, saving 2 spotters and 1 cleaner, so the saving in labor alone is very great for us, to say nothing about the speed with which all our work is being processed, and as we offer 1 hr. and 4 hr. services we need good cleaning.

I might also mention that my cleaner, a very fine colored boy who has been with me for 8 years, makes all the tests each day and has no difficulty in keeping the system in perfect order, he is enthusiastic about the ease with which he can turn out double the amount of cleaning with the same machinery.

At present I am starting a promotion that all cleaners will hear about thru the trade journals soon, that is a promotion based upon the wonderful cleaning obtained by your "NO SHINING" process... thanks a lot to your firm for your help in making it possible for me to do the best cleaning in over 30 years in the cleaning business.

Sincerely Yours

Howard T. Hutchens

Rainwear and Wetcleaned Trousers

• WOOL FINISHERS

MANUAL FOR TRAINING

PART VIII

By
**LAURA
HERRMANN
PORTERFIELD**

Instructions to Trainers— Rainwear

THESE ARE DIFFICULT garments to finish, and they should not be given to the new operator until she has had a chance to become a little more experienced on the previously discussed garments. We might very well include in this group all men's linen suit coats, the zipper-type rain jackets that are so popular today, and all lined and unlined rainwear. These garments have often been given a good water repellent and some will not take too easily to the use of the water spray gun.

Two of the important differences to be observed in the finishing of this type of garment are the use of the hot-head press and the use of the double-faced flannel cover on the buck of the press. These two measures will aid in the finishing of these garments, just as they do for taffetas and hard-finished materials in the silk finishing department. Very often we find that these garments are finished in the silk department (when its hot-head machine is not in use) because many plants do not require more than one hot-head machine. If they are finished on a regulation press, you will find that the finish is not as smooth and new-like as when the recommended hot-head machine is used.

It is a good idea to have an elastic around the edge of the flannel pad so that it can be easily slipped off and on.

Using the steam-air form on these garments makes it much easier to finish them. You will find, however, that it takes longer to get the steam through the garment. Be sure to stretch it out to the fullest extent after it is steamed and the air turned on. Very often placing the sleeve formers in the sleeves of these garments while they are on the steam-air form will make a finished job of them and it will not be necessary to do any more to the sleeves.

We must be careful, however, not to use the sleeve formers if the sleeve has a knit cuff. Care must also be taken with jackets that have a knitted waistband. Do not expand the bag so much that the knitting will be stretched beyond its normal state.

Many of the collars on these garments are cut almost straight and can best be finished in one lay on the front edge of the buck of the machine. There is usually a double-stitched seam around the edge of the collar; be sure to stretch this out so that there are no little puckers along the stitching.

Show the operator how the impressions from all the uneven thicknesses of these garments go down into the flannel cover instead of making impressions on the outside of the garment, especially around the pockets and buttons.

It is very important that the hand finisher who will have to touch up some areas on these garments should also have the flannel cover on her board. But if she is touching up the lining she should remove the flannel cover or all the marks will show up on the outside of the garment.

Instructions to Trainees— Finishing Rainwear

Job Breakdown: I. Using Steam-Air Machine

IMPORTANT STEPS and KEY POINTS

1. Place garment on steam-air machine as previously outlined.
 - a. If garment is jacket, follow method outlined for men's suitcoats; if full-length garment, follow outline for topcoats in Part VII.
2. Stretch garment while steaming.
 - a. If garment has been wetcleaned it will probably be wrinkled. Stretching it with the hands while the garment is being steamed will remove many wrinkles.

- b. If wrinkles are still hard after a good steaming, spray garment with water spray gun.

3. Dry and finish garment as previously suggested.

- a. If garment has been steamed and water-sprayed, it will require a little more air to dry thoroughly.

4. Remove garment from form.

- a. Stretch front edges of garment after front flap board has been released, placing hands at top of lapels and bottom corner of coat.

- b. Holding neckline with right hand and throwing bottom of garment across left forearm, lay coat in position for first touch-up lay on apron of press.

Job Breakdown: II. Using Hot-head Press for Touch-up or Complete Finishing (with double-faced flannel cover over buck)

IMPORTANT STEPS and KEY POINTS

1. Finish collar.

- a. If curved collar like man's suit coat, finish in same manner (Part VI).
 - b. If straight-line collar, lay it full length parallel with front edge of buck, right side up, stretching collar after steaming and before drying.

2. Finish right front edge.

- a. Place right front of coat on small end of buck so that it fits up into the shoulder of the front.

- b. With left hand at bottom of coat and right hand at center of collar, swing coat from the back of the buck up onto the press so coat is lying at an angle.

- c. Steam well from buck, while applying moisture with water spray gun.

- d. Before applying pressure from head, stretch coat in both length and width with both hands. Apply light fanning motion from head, then hold pressure for a brief moment.

- e. Release head and dry by applying vacuum.

3. Finish right side pocket and under-arm lay.

- a. Move coat toward operator so that pocket is on top of buck.

- b. Steam and straighten pocket and



Double Trucleen Unit at Smith Cleaners, Oak Lawn, Ill.

**"Saves countless hours of back-breaking labor...
gives us better cleaning than we ever dreamed of..."**



You can depend on your American Representative's advice in your selection of equipment from the complete American Line. Backed by our many years of experience in planning and equipping dry cleaning plants, he can help solve your production problems. Ask for his specialized assistance anytime.

That's what Mr. Hugh W. Smith, Smith Cleaners, Oak Lawn, Ill., says about his 2-year old Twin Trucleen. After switching to the 2-Bath Trucleen System, they practically eliminated wet cleaning, and cut pre-spotting time. Smith's savings in labor alone mount up to \$175.00 a week.

TRUCLEEN Fully-Automatic 2-Bath Unit. Trucleen controls strong soap for quality cleaning every load. Use up to a 6% soap solution, and let the Fully-

Automatic Trucleen 2-Bath System take over your cleaning worries.

Trucleen fully controls wash and rinse cycles, saving operator time. Solvent for both baths is kept in peak condition with the advanced Trucleen filter system. 120-lb. capacity will give you the increased production that you need for faster customer service.

Join the swing to 2-Bath Charged Cleaning. Your American Representative will show you what Trucleen can do for you.

American
American Cleaners Equipment Company • Cincinnati 12, Ohio
DIVISION OF THE AMERICAN LAUNDRY MACHINERY COMPANY

*World's Largest,
Most Complete Line of Dry Cleaning and
Laundry Equipment*



FIG. 1. Pockets are finished first on wrong side



FIG. 2. Finishing top of pockets and waistband

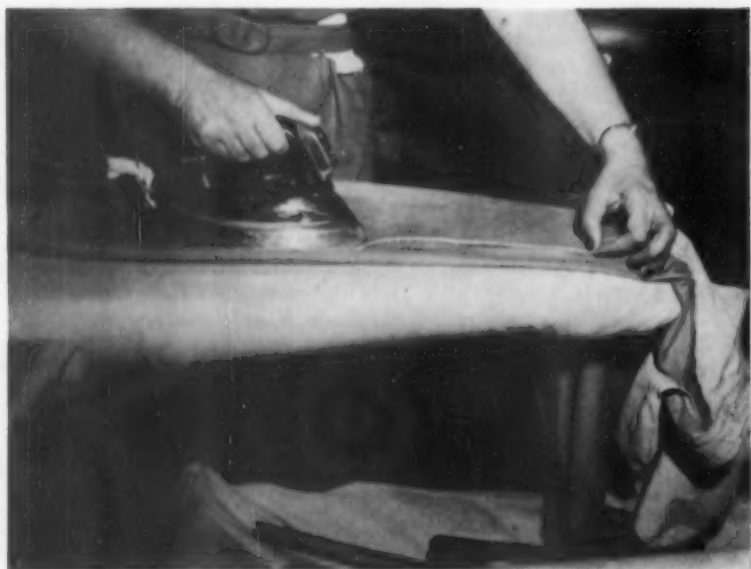


FIG. 3. Trousers positioned for finishing seams

flap (if there is one) by stretching in both length and width.

c. Water-spray, steam and finish as in former lays, being sure to keep double-faced flannel cover smooth under garment.

4. Finish right half of back.

a. Place coat so that collar is off end of buck and the right armhole seam is just off front edge of buck.

b. Lays for garment will follow pattern set in previous instructions for that particular garment.

5. Finish center and back of coat.

a. Moving coat toward operator, place center seam of coat on center of buck and slide coat onto buck a little more so underseam of collar is just off small end of buck.

b. Water-spray, steam and finish, being sure to stretch coat as it is steamed.

6. Finish left side of back.

a. Move coat so left side of garment lies on buck in same position as right side of back in previous Step 4.

7. Lift coat to left side pocket and underarm lay.

a. Finish same as right side pocket lay.

8. Finish left front edge at front edge of buck.

a. Use buck steam, water-spray, apply pressure from the hot-head, release pressure and dry with vacuum.

9. Finish right front facing.

a. Drop garment onto apron of machine smoothly, so as not to wrinkle, and with both hands pick up coat so right front facing is placed on front of buck with facing up.

b. Do not use buck steam, but water-spray and finish with pressure from hot head of machine. Apply vacuum.

10. Finish left front facing.

a. Pick up entire coat with both hands, using arms to reverse coat to finish left front facing at front edge of large end of buck.

11. Finish sleeves.

a. Sleeves may be finished on blower-type sleeve with the added use of the water spray gun, or

b. Sleeves may be finished on the press with the additional use of the spring-type sleeve, but should also be water-sprayed before steaming and finishing.

12. Finish sleeve head on puff iron.

a. Place sleeve on shoulder puffer and finish same as man's suit-coat sleeve but first use water spray gun.

13. Finish any wrinkled areas with hand iron.

a. With double-faced flannel cover on ironing board, touch up with a dry iron after spraying area with water gun.

**Instructions to Trainers—
Finishing Wetcleaned
Trousers**

This operation is often given to the new operator, so be sure to explain to her the operation of the steam iron

The most complete line of
Steam-Electric and Electric Irons
in the world

There's a Cissell iron for every need! Known and used the world over by Drycleaners, Laundries, Garment Manufacturers, Tailors, Department Stores, Retail Apparel, Alteration, and Press Shops. Why take less than the best?

CISSELL

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Pacific Coast Office: 4823 W. Jefferson Blvd. - Los Angeles
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Known and Used the World Over
LAUNDRY OR DRY CLEANING TUMBLERS • SPOTTING BOARDS
STEAM-ELECTRIC IRONS • SPOTTING UNITS
STEAM-ELECTRIC TAILOR'S IRONS • PRE-SPOTTING UNITS
ELECTRIC IRONS • CUFF BRUSHERS
IRONING BOARDS • GARMENT DRYERS
GARMENT CONDITIONERS • HOSIERY DRYERS
SLEEVE FINISHERS • WATER-SPRAY GUNS
PUFF IRONS • BOILER-RETURN SYSTEMS
STEAM-FINISHING BOARDS • HOT & COLD WATER PUMPS

Consult Your Jobber

and other equipment (see Silk Finishing Manual).

Very often, if the operator is not careful, she can make these trousers much more difficult to finish. Teach her to make sure that the outside of the trousers, which will be on the inside while she is working on them, is smooth and that she does not put any extra creases into them.

By doing the loose part of the pockets first, before placing the complete top of the trousers on the board, we eliminate a great many chances of the trousers being badly creased from

the operator pressing them into the outside while working on the pockets.

When doing the seams of trousers to open them and give a better finish to the creasing of the trouser legs, many operators lift the seam at the top and just push the iron point up the seam. This can very often stretch the material up to a full inch, and it can be very difficult to shrink this back in, to say nothing about the extra time taken by the operator. Teach the student that by never putting her hand under the seam nor lifting the seam off the board, she can eliminate this stretch-

ing and give a much better finish to the seam. As in Fig. 3, have the seam that is to be opened off center of the trouser leg so that we do not bother the underseam that is to be finished or that has already been finished.

We must stress to the operator that someone else has to work on these trousers, too, and the better she can do her job, the easier it will be for the next person.

As we said before, this is often one of the first operations that is given to a new employee, and very often is slurred over as being not very important. We feel, however, that if the plant is interested in quality this is one of the most important jobs, because no customer who cares about his clothes likes to have a poor finish on his trouser pockets and waistband. And certainly, we do not like to see shine of any kind on the side seams of our trousers. Yet if there is an impression, it will certainly look better if it is straight instead of all twisted like the seams on some women's hose.

Instructions to Trainees— Wetcleaned Trousers

Job Breakdown

IMPORTANT STEPS and KEY POINTS

1. Turn trousers inside out.
 - a. This is to be done if the trousers are received on the right side.
2. Straighten pockets (Fig. 1).
 - a. Lay pockets on ironing board so that trousers are not underneath. Finish the loose part of the pocket with the hand iron.
3. Finish top of pockets and waistband (Fig. 2).
 - a. Place trousers on board through waistband, wrong side out.
 - b. Start at left side of opening. Finish waistband with steam from hand iron, stretching bias band to fit outside of trousers.
 - c. Finish tops of pockets, being sure outside of trousers is smooth underneath. Use water spray gun, if necessary.
4. Finish seams of trousers (Fig. 3).
 - a. After finishing top of pockets and waistband, remove trousers from board and place trouser leg on board so seams are in center.
 - b. Making sure material is smooth, start at cuff and open seam with left hand as you bring iron up seam with right hand. Do not lift seam and stretch to open.
 - c. Seam should be finished a little off center so as not to steam opposite seam.
5. Turn trousers right side out.
 - a. After turning around to right side, place trousers all in same direction so that the tops are in correct position for the topper. # #

Old Fashioned Marking Tags...
Are as Outdated as the
"Horse-Drawn Delivery-Wagon!"



Today, you need PRE-MARKED STRIP-TAGS
to multiply your profits by
cutting marking & checking costs to 50%

SAY "GOODBYE" TO:

- Transposed Numbers
- Ink - Stains - Damage
- Garment Loss Claims
- Illegible Numbers
- Eye-Strain
- Messy Pads & Machines

Also remember **TOKEN-TAGS**
FOR SPECIAL-INSTRUCTIONS

6 VIVID COLORS one for each department

20-separate instructions

Let Token-Tags do it right, the first time

PRE-MARKED STRIP-TAG CO.
3232 INDIA ST., P.O. BOX 2430
SAN DIEGO, CALIFORNIA

10-BRIGHT COLORS!
Lot (unit) Numbers
1 to 40 in each color.

400 COLOR-NUMBER COMBINATIONS-

\$350 BOX (COLORS) **\$330 BOX (WHITE)**

1000 strips to the box-
6 tags to the strip
(numbered 001 to 1,000)

*For Best Results-
use both tags
together!*

Consult your distributor or write us direct!

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NATIONAL CLEANER & DYER

JANUARY						
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Post-holiday clean-ups

Lots of formal wear and fancy garments will need refreshing about now. Men's dark suits may need deshining.

Thrift week (17-23)

Good hook for any specials you want to push. Thrift features of cash-and-carry.

Winter outerwear

Snowsuits, ski clothes, etc. Most of these items can use water-repellent treatment.

Shirts

Good time to build up shirt volume—button campaign.

March of Dimes Month

You'll probably be asked to participate in this nationwide campaign. Whatever promotional material you care to use will probably be supplied free of charge.

Sales Promotion Ca

The promotion calendar on these pages is a new editorial feature in NATIONAL CLEANER & DYER. It will serve, we hope, as a framework around which you can intelligently build your promotion and advertising plans for 1955. It indicates the important volume seasons of the year and lists scores of other promotional possibilities.

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Sporting apparel

Good time to approach schools if you can handle this business.

Red Cross Month

Still more community spirit.



St. Patrick's Day (17)

"Cleaning of the green"—cleaning any green garment free has been very effective for lots of cleaners.

Easter rush starts

Stress getting Easter cleaning in early.



Water repellency

April showers coming up.

MAY						
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Friday the 13th

Only one this year. Good chance for a special promotion.

Foot Health Week

If you do shoe repairing, tie in here.



Blankets

Best time for cleaning and storage. A good campaign will keep them coming all summer. Moth-proofing here, too. Mention electric blankets.

Straw Hat Day (15)

When the straws come out, go after felts for cleaning, blocking, new bands, etc.

Wearing apparel and household storage

Keep pushing on these.

Resort trade

If there are resorts in your area, contact them now for summer business.

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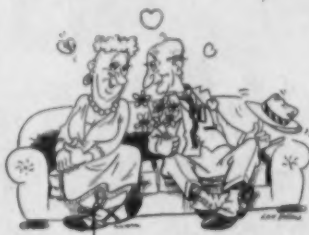
States, Washington, D. C. Copies are available from the publisher at 25 cents apiece.

Careful, advance planning is the most important factor in successful advertising. How far in advance you should plan is a matter of individual preference, but you should work at least six months ahead. A year is even better. We have provided you with the important dates. Get started with your schedule and budget now, and you won't be caught flat-footed when the season or date rolls around.

We plan to make this calendar an annual feature. Your suggestions on how we can improve it will be most welcome.

American Heart Month

Another opportunity to show your community spirit. Good time for plant tours.



St. Valentine's Day (14)

Lots of opportunity for clever mailing pieces.

FEBRUARY

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Nonseasonal specials

You have capacity now for such items as ties, gloves, formals. This is a good month for route or store contests, block-busting, etc. Don't forget sweaters.

Winter outerwear

Same as January.



Easter (10)

If you're not loaded with work now, get out of the business.

Furs and fur storage

Coats will start pouring in. Plug repairs, cleaning, fumigating.

National Rug Cleaning Month
Will be promoted by all National Institute of Rug Cleaning members.



Household

Lots of housewives start spring cleaning about now: slipcovers,

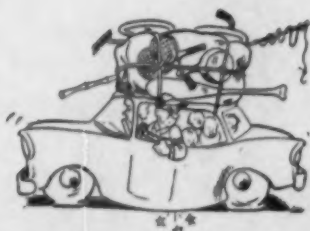
APRIL

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drapes, lampshades. Don't forget mothproofing—on apparel, too.

Wearing-apparel storage

Box storage plan works well for some cleaners. Customers save closet space. This work can be finished in slow summer months.



Vacation specials

Take special pains now and you'll get the sport shirts, slacks, seersuckers, etc., for the rest of the season.

Graduations and dances

More formal business for you.

Wedding gowns

Watch wedding notices, go after gowns for whole wedding party. Careful boxing after finishing is good selling point.



JUNE

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Flag Week (12-18)

Flag Day (14)

There will be another big push this year for free flag cleaning.

Prom time

Get your share of the formal business.

SALES PROMOTION CALENDAR-1955

JULY

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Independence Day (4)

Good hook for a bang-up special.

Cottons

Stress careful handling, sizing, freshness.

Off-season specials

Redyeing, zipper repair, reweaving, tailoring and alterations. Lampshade cleaning.

Sportswear

Keep plugging on sport shirts, half pieces.

Motels

Lots of business lying fallow here. Why not go after it?



Telephone-answering service

A good gimmick to pep up sales during slow months.

AUGUST

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Fall sports contracts

Line up contracts with schools, institutions.

Plant tours

Think about talks to civic and luncheon clubs, too.



Back to school

Second half of this month is the time to start pushing. Excellent opportunity for big sweater promotion. Beam school campaign at girls rather than boys. Don't forget pleated skirts, slacks.

Good time to go after suedes and leathers.

Vacation wardrobes

Vacation season is nearly over. Remind customers to have vacation clothes refurbished.



SEPTEMBER

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Labor Day (4)

Good kick-off point for fall campaigns.

Felt Hat Day (15)

Straw season over. Stress getting good ones cleaned up for next year. Go after felts you missed last spring.

National Sweater Week (26-30 tentative)

All sorts of possibilities. Good time for sweater and knit-goods contest or special.

Summer storage

You're going to have a lot of



vault space soon. Stress closet-space-saving feature. Start going after household — slipcovers, drapes, electric and plain blankets.

Rugs

Fall rug cleaning season starts.

National Tie Week (25-Oct. 1)

Might try a tie-exchange deal. "We cleaned x miles of ties last year . . ." Some cleaners offer "spotproofed" ties, dip them in water repellent.

PULL OUT

Formals

Season for formal wear getting started.

Fire Prevention Week (9-15)

Flameproofing a good possibility. Point up hazards of home cleaning.



Hunting seasons start

Lots of hunting gear, if you're interested.

Household

Keep stressing; biggest month for this in many areas of country.

OCTOBER

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Halloween (31)

"No trick, it's a treat." Tie in with store decoration. Offer masks, etc., as premiums.



Thanksgiving Day (24)

Good time for quality pitch: "We're great on gravy, cranberry sauce, etc., spots and stains." Holiday special opportunity.

Election Day (8)

Plenty of ad tie-ins.



Charge accounts

If you're out for more, stress convenience of them now with holidays coming up.

NOVEMBER

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Cold-weather outerwear

Heavy jackets, mackinaws, woolen shirts, sweaters.

Shirts

Another good time to bolster shirt volume.

Clean up for Christmas

Lots of entertaining coming up. Formal wear. Plug fast service. Also, you may want to do some-



thing with your upper-bracket customers to get their winter resort wardrobes.



Educational advertising

Stress purchase of serviceable garments.

Cold-weather outerwear

Gloves, snowsuits, etc.

DECEMBER

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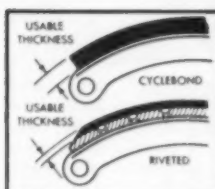
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Another typical example of Dodge truck's extra-value engineering

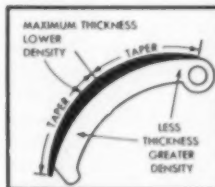
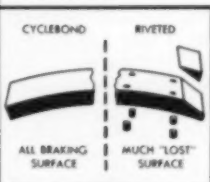


More usable thickness.

Dodge truck Cyclebond brake linings can be used virtually through their full thickness. This gives the linings many thousands of miles of added life. Riveted linings should be worn only to rivet heads.

More usable surface.

Every square inch of Cyclebond lining area is braking surface. Riveted linings, because of rivet holes and mitered ends, have up to 10% less braking surface.



Tapered for easy stops.

Cyclebond lining is more tightly compressed at ends, gives a gradual taper. Thick center of lining makes first contact...increased pressure brings the ends into contact. Braking is smooth, even.

Why you go more miles before relining with Dodge truck brakes!

You can be sure of lower brake maintenance, more miles before relining, with Dodge truck brakes and famous Dodge truck Cyclebond linings. And that's in addition to the quick, positive stops, the smooth action, for which Dodge truck brakes are famous.

Long-lasting, reliable brakes are just one example of the extra-value engineering that means more for your money when you buy . . . more money saved over the life of your truck. Get the facts on how extra-value engineering saves you money; see your dependable Dodge Truck dealer.

DODGE "Job-Rated" TRUCKS

A PRODUCT OF CHRYSLER CORPORATION

LEGAL DECISIONS

Fabric Damage Claim

If a cleaner has successfully cared for a customer's garments for a long time and the patron brings in a new suit which shrinks in its first cleaning, is that one circumstance to be considered by a judge or jury in deciding whether the shrinkage was caused by faulty manufacture or faulty cleaning?

Is the cleaner in the clear if a manufacturer sells clothing that requires a special cleaning process (without telling the consumer) and that clothing shrinks in cleaning?

Both of these questions were answered in favor of a drycleaner by the Louisiana Court of Appeal in the case of *Yarborough v. Bogalusa Steam Laundry, Inc.*, 74 So. 2d 344.

Shortly after Mr. Yarborough bought a suit of clothes, he sent one pair of the trousers to the drycleaning department of the laundry company, where the garment was carefully cleaned by a widely used process. The trousers were returned with the fabric "wrinkled, puckered and unfit for wear." Later the coat and the second pair of trousers were cleaned the same way with the same result. Mr. Yarborough sued both the manufacturer of the garment and the cleaner.

The Court of Appeal declared the laundry to be not liable, but Mr. Yarborough was given judgment against the clothier. A letter from the National Institute of Drycleaning was helpful in solving the controversy. It reported:

"Fabric is made of wool . . . in a plain weave except where the short ribs are formed . . . by varying the plain weave in such a manner that two or more yarns are gathered together to form a thick ribbed effect in the fabric. The portions of the yarns forming the ribs are not held quite as tightly as the rest of the yarns. Therefore, the ribbed portions tend to shrink rather easily."

The Court of Appeal also seems to have been impressed by a cleaning expert's testimony to the same effect, plus his report that an inspection of the cleaning plant and its records showed that normal procedure had been used to clean Mr. Yarborough's garments.

The clothier testified that samples of the fabric like that in the damaged suit had been put through a cleaning process twice with no damage. The court decided that if the fabric could safely be cleaned by some limited process other than the one used, the vendor would still be held liable be-

By A. L. H. STREET

Invitation to the Reader

In this department of **THE NATIONAL CLEANER & DYER**, Mr. Street, an attorney and author of a book on law for drycleaners and laundryowners, reviews current court decisions affecting drycleaners and dyers.

Readers are invited to submit for the author's discussion legal problems of general interest to the industry. You must rely on your own attorney for specific advice as to your rights and liabilities in a given case. But Mr. Street can help you and your attorney by citing what the courts have generally decided in similar cases.

cause he had not told the purchaser how it was to be cleaned.

The opinion of the court is also instructive in that it recognizes that a cleaner does not imply a guarantee that a garment will not shrink while it is being cleaned or dyed. Unless he makes a special guarantee, he is merely obliged to use the care that a reasonably careful and skillful cleaner would use in dyeing or cleaning his own garments.

Compensation Right

If an employee is discharged for inefficiency, and not misconduct, is he temporarily disqualified to receive unemployment compensation?

Interpreting North Carolina statutes, the Supreme Court of that state has decided that an employee discharged for inefficiency is not so disqualified. (*State v. Smith* 69 S.E. 2d 32.)

Defaming Employer

If a cleaner should refuse to permit distribution by unionists on his premises of printed matter which defames or insults him or his managing aides, would that constitute an unfair labor practice?

Not according to a decision rendered by the United States Court of Appeals, Fourth Circuit. (*Maryland Drydock Co. v. National Labor Relations Board*, 183 Fed. 2d 538.)

The company had permitted distribution of a union paper at an en-

trance gate, but the guard refused to permit distribution of an issue in which the company's president, popularly referred to as "Goosie," was called a vulture. The court decided that this refusal was not unfair to labor, noting that the statement of the guard that the company had forbidden distribution of union matter did not show that there was a rule to that effect. The court noted:

"Freedom of speech nowhere means freedom to publish libelous and defamatory matter or . . . to wantonly lampoon or insult anyone. The employer did not refuse to bargain with his employees nor may he refuse them reasonable use of his premises for matters connected with union organization and collective bargaining . . . but there is nothing in law or in reason which requires him to allow distribution on his premises of defamatory statements, destructive of discipline and having no reasonable connection with any proper union activity . . ."

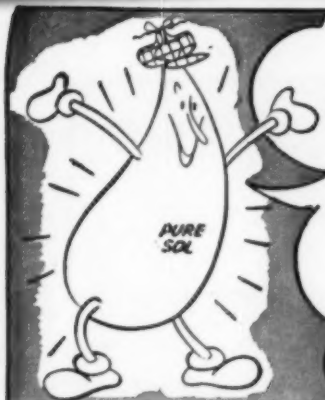
The court cited one of its earlier decisions, to the effect that an employer was not guilty of unfair labor practices in discharging an employee for defiant and insolent conduct toward its foreman. (*Joanna Cotton Mills v. NLRB*, 176 Fed. 2d 749.)

Notice of Picketing

If an employer's acts justify union picketing of his premises, is he entitled to notice of intention to set up a picket line, as an opportunity to remedy those acts, before there can be lawful picketing?

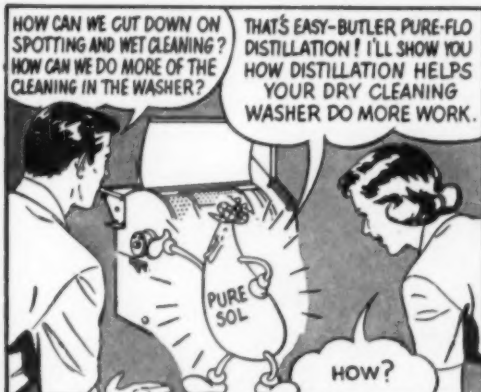
Not unless there is a statute requiring such notice, declared the Florida Supreme Court in the case of *Hotel & Restaurants Employees Union v. Cothron*, 59 So., 2d 366. The court said that it is up to the legislature of a state, not the courts, to determine whether or not notice should be given. In Florida there is no such statute.

Incidentally, the opinion of the court cites the case of *Moore v. City Dry Cleaners & Laundry, Inc.*, 41 So. 2d 865, and two other laundry cases in which the Supreme Court had recognized that "picketing is legal to the extent that its purposes are within . . . allowable . . . labor activity. Peaceful picketing, as an expression of freedom of speech, and when it is not for an unlawful purpose, is protected by the State and Federal Bill of Rights."



Distilled Solvent

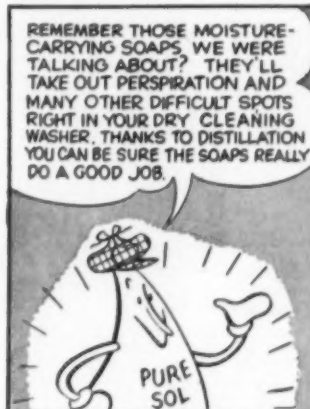
**MEANS LESS
SPOTTING, LESS
WET CLEANING**



**Here are 3 reasons
why you'll want a
BUTLER**

Pure-Flo Still

50 gph
Butler
Still



- 1. Cheaper . . .** It costs only 1/10 of a cent a gallon to distill solvent with your BUTLER Pure-Flo Still!
- 2. Easier** Automatic controls do the distilling job for you . . . automatic temperature, heat and solvent feed controls!
- 3. Faster** You can use any soap or soap formula . . . do more cleaning in washer . . . get more out of all equipment—faster!

Don't let spotting and wet cleaning rob you of profits! Find out if dirty solvent is the thief! Write today to have a BUTLER representative test your solvent right in your own plant.

No matter what cleaning equipment you need—CALL BUTLER FIRST!

See your Butler sales representative, or write:

BUTLER MANUFACTURING COMPANY
7452 E. 13th Street, Kansas City 26, Missouri



**Manufacturers of Oil Equipment
Steel Buildings • Farm Equipment
Dry Cleaners Equipment • Special Products**

Factories located at Kansas City, Mo.
Minneapolis, Minn. • Galesburg, Ill.
Richmond, Calif. • Birmingham, Ala.
Houston, Texas

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ADVERTISING (See "Sales Promotion")

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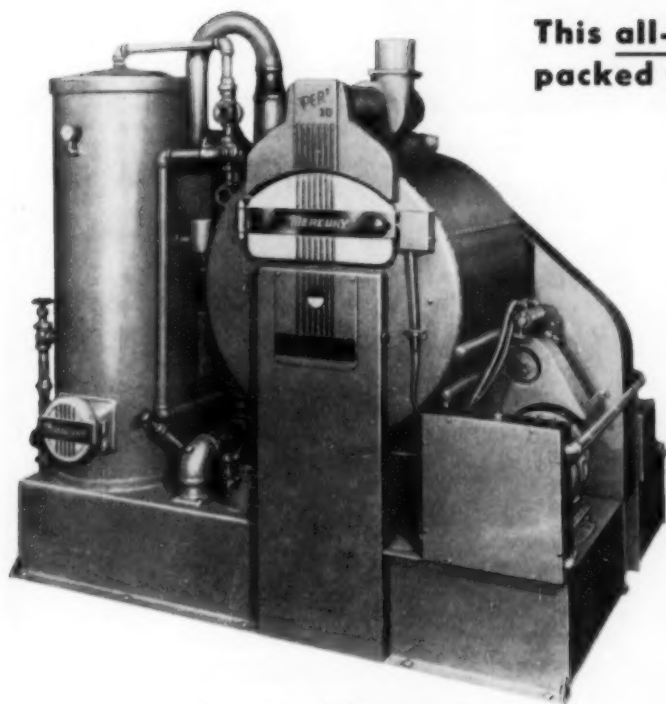
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New...and designed for You! **mercury numatic**

FULLY AUTOMATIC UNITS



The Per "30" Fully-Automatic
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This all-new Mercury Perchlor Unit is
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- ★ Can be used with any recovery tumbler

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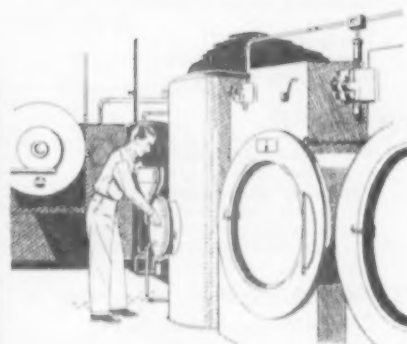
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"JET SELFEE" dispenser also provides a safe, controlled system for using activated carbon. Compact, efficient and easy to install and operate, this labor-saving and material-saving unit will make money for you—automatically.

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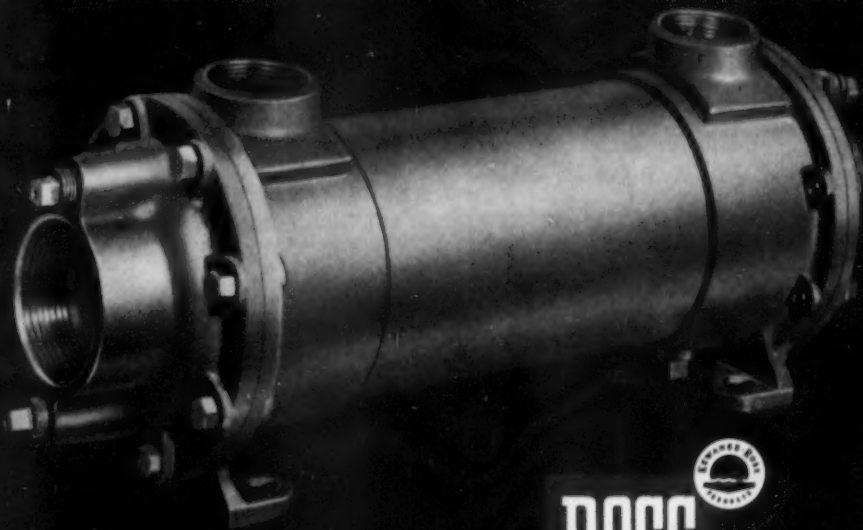
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"Mr. Mueller is out in the plant noggling the shirt girls."

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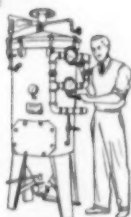
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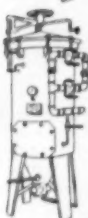
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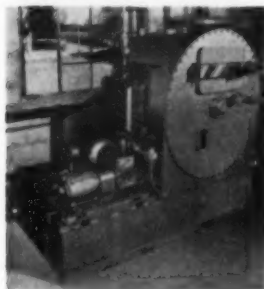
Anderson-Prichard Oil Corporation

OKLAHOMA CITY, OKLA.

NEWS NOTES

IN THE TRADE

Butler Introduces New Washer-Extractor Models



New 60- and 120-pound extracting washers have been developed by Butler Manufacturing Company, 7400 E. 13th St., Kansas City 3E, Mo.

The new Butler units are designed to save operator time and labor as well as space. The 120-pound unit, for instance, requires 55 square feet of floor space. The new units also feature reduced operating costs, less handling of garments, shortening of plant running time and elimination of solvent spillage, according to Butler reports.

The Butler extracting washers are adaptable to present equipment where the filter, vacuum still and storage tanks are adequate. No special foundation is required. According to the manufacturer, these units are also suited for the two-bath method.

Bishop-Dryco-Davis Catalog



A new 36-page combined catalog of G. H. Bishop Co., its Dryco Division and Davis Specialties, Inc., has been published, according to an announcement by D. A. Freeman, president. All 174 products of the firms are arranged for easy reference. Complete specifications are given for each item

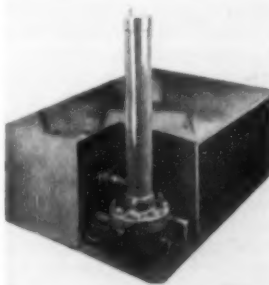
of drycleaning and laundry equipment. The new catalog will be shown to plantowners by representatives of jobbers and distributors.

Parker Boiler Catalog

A new catalog covering the 1955 line of hot-water boilers produced by the Sid E. Parker Boiler Manufacturing Co., Inc., has been published by that firm.

The brochure illustrates typical installations of the boilers, which are available in sizes from 130,000 to 3,451,000 B.t.u. for oil, gas and gas-oil combination fuels. Copies are available on request to the Sid E. Parker Boiler Manufacturing Co., Inc., 2035 E. 37th St., Los Angeles 58, Calif.

Edu Solvent Cooler

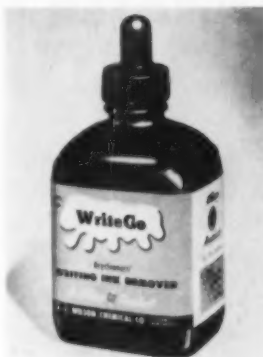


The Edu solvent cooler has been introduced to the drycleaning industry by Ellis & Watts Products, Inc. Used with petroleum or chlorinated solvent systems, it is said to keep solvent temperatures between 70 and 80 degrees, even when outside temperatures exceed 105 degrees F.

Edu solvent coolers, it is stated, require no cooling water and can be installed in any plant location. Construction permits outdoor installations as far away as 100 feet from the filter to which the cooler is connected. The unit is fully automatic and has a built-in solvent circulating pump with the chiller designed for easy cleanout. Other built-in safety devices include high- and low-pressure controls and fusible plug in compressor. These solvent coolers are made in four filter sizes.

Detailed information can be obtained from Ellis & Watts Products, Inc., 215 E. Second St., Cincinnati, Ohio.

Stain Remover for Ink



A new liquid for removing writing-ink stains on the spotting board has been introduced by A. L. Wilson Chemical Co., Kearny, N. J.

Named WriteGo, this product is reported to be easy to use, quick and safe on fabrics and colors not affected by steam or water. According to the manufacturer, WriteGo is effective on all water-base writing-ink stains either before or after cleaning, and requires no soaking, rubbing or application of ammonia or acid.

Leather Cleaning Aid

Cape White, a new product for drycleaning and finishing white leather goods, has been developed by Dyo Chemical Company, 2200 Central Expressway, S., Dallas, Tex., according to an announcement by Sidney Bock, the company's sales manager.

The product is designed to leave the leather soft and pliable with a finish that's as good as new, Mr. Bock reported. Drycleaners who have experienced difficulty in cleaning white leather can obtain full information on this product from the manufacturer.

New Chassis by Ford



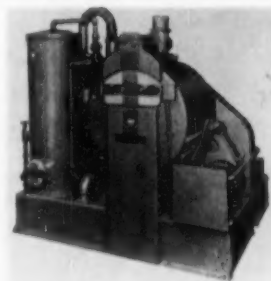
Ford Division of Ford Motor Company, Detroit, has introduced its new truck line for

1955, including its series P-350 and P-500 parcel delivery chassis.

The new chassis have the following features: large glass area for wide visibility; steering column gearshift; low floor-to-ground height for easy loading; Orschelm hand brake (standard on the P-500, available on the P-350) for greater safety; hinged panel above grille that swings out for quick access to radiator hose and filler cap; engine housing that tips back for easy access to engine.

Automatic transmission is available at extra cost on the P-350, and power brakes are optional on both models.

Mercury Numatic Per Units Available in Two Sizes



Mercury Cleaning Systems, Inc., 1817 Benson Ave., Evanston, Ill., is now producing its 1955 line of fully automatic Perchlor units in 30- and 40-pound sizes, according to an announcement by Norbert Hackett, president.

Units feature Monel tubular filters, centrifugal self-priming pumps, 3-inch dump valves, continuous distillation and newly designed ventilation. The fully automatic controls carry entirely through either single or two-bath cycle.

Kling Features Air-Matic

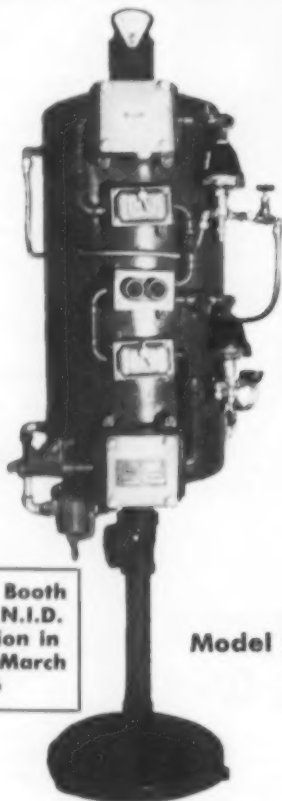
Kling "100" Corporation, 2842 N. Birch St., Franklin Park, Ill., has introduced the new Air-Matic, an air-controlled two-bath system for petroleum solvent.

The unit has the following features: automatic wash, rinse and extraction; air-controlled timer and valves; built-in rinse filter; Monel tubular screen; 50-pound capacity; 30-minute cycle; stainless-steel pullman cylinder. Solvent intake is through

THE SOLVENT MASTER

Model 202

COOLER PREHEATER



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Chicago, March
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Model 202

'Explosion Proof'
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COOLS IN SUMMER
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NO SKILLED LABOR NEEDED for
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ENGINEERED — TO MAINTAIN YOUR
SOLVENT TEMPERATURE WITHIN A
FEW DEGREES DAY AFTER DAY AS
RECOMMENDED BY YOUR SOAP MANU-
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TRIPP MANUFACTURING COMPANY

105 Grande Ave., Greenville, N. C.

a hollow perforated shaft for double washing penetration, and the unit is equipped with an adjustable wash level control.

Western Washer-Extractor

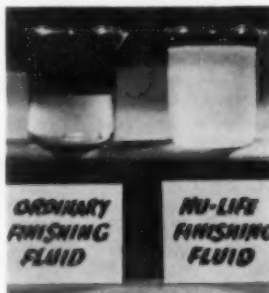


The Eagle, a simplified combination washer-extractor now featured by Western Laundry Machinery Co., is available in 70- or 120-pound capacities for manual or fully automatic operation.

The Western Eagle is adaptable for use with either the one- or two-bath method. It features a large-diameter two-pocket cylinder and low center of gravity plus engineered weight distribution for reduced vibration and required depth of foundation. The manufacturer reports that in many installations, most of the dry-cleaners' present equipment can be used with the Western Eagle.

Additional information is available from Western Laundry Machinery Co., 420 E. 10th St., North Kansas City, Mo.

Nu-Life Finishing Fluid



A new finishing fluid for the drycleaning industry has been introduced by Nu-Life, Inc. According to the company, the fluid has "materials and equipment for restoring the finish that is normally removed from fabrics by the elements and general wear."

Because Nu-Life has a colloidal quality it will not separate when mixed with water, as shown in the photo above. After it passes through the Nu-Life injection mechanism, the

finishing fluid is said to create a higher penetrating steam, a charged steam finishing system that is guaranteed by a leading insurance company to be harmless to boiler equipment, steam lines and personnel.

The Nu-Life franchise is sold outright and no leasing arrangements are involved. Included in the territorial franchise is an advertising and promotion program.

Carl Bergmann of Altoona, Pa., has been appointed general sales manager, according to Albert Budavich, president, and Floyd L. Arbogast, Jr., secretary of Nu-Life, Inc. Further information can be obtained by writing to Nu-Life, Inc., 3012 May St., Pittsburgh, Pa.

Bishop Marking Unit



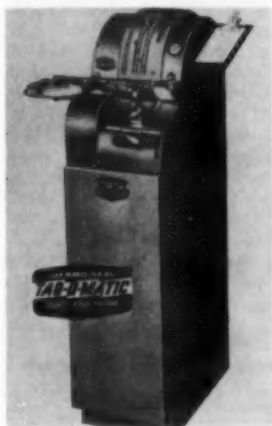
The Junior Mobilmarkr has been developed by G. H. Bishop Co. for marking drycleaning. It is said to save 50 percent of lifting and handling and 50 percent of the marking costs, to eliminate basket transfers, to end stooping and reaching, and to reduce mixups and errors.

This unit can be rolled right up to the work, making it possible to mark anywhere in the plant. Clothes are loaded directly into the unit's hopper and need not be removed until they go into the cleaning machine. The Mobilmarkr requires 47 by 32 inches of floor space, is 68 inches high, and has a bin that holds 120 pounds of wools, 60 pounds of silks. The hopper door lowers to become a marking table. The unit also features a swing-out arm for specials and a hook for hanging belts and ties.

A Swing-Away desk is offered on the Junior Markr as optional equipment. Made of steel, it swings from the end of the bin to a position at the right of the table.

Further details on the Junior Mobilmarkr are available from G. H. Bishop Co., 1600 Foster St., Evanston, Ill.

Temporary Identification



A new machine for temporary identification has been introduced by Textile Marking Machine Co., Inc. The Thermo-Seal Tag-O-Matic makes its own tags from Thermo-Seal Taperoll, imprints them, and heat-seals them to the garments.

A Thermo-Seal tag is automatically stuck on to the inside left end of each tag, but not on the laundry piece. Its nonadhering end provides a grip for flicking off the tag at bundling.

Thermo-Seal Taperoll has its own adhesive that heat-seals without the use of solvents. Its adhesion and printing are not affected by washing solutions. Both Taperoll and Tagroll are made in 10 colors, giving 100 color combinations of tag and tab.

Illustrated literature is available from Textile Marking Machine Co., Inc., 246 Walton St., Syracuse, N. Y.

New Washex Combination



Steven Landon, vice-president of Washex Machinery Corporation, has announced that the new 65 Washex combination washer-extractor for petroleum solvent is now available.

This unit, designed to clean a 65-pound dry load in a 35- to 40-minute cycle, gives the smaller plant the advantages of the combination washing-extracting operation heretofore available only to larger plants, according to J. B. Diepenbrock,

Washex sales manager. It features heavy-duty, open-pocket, open-end design, is mounted directly on two built-in solvent tanks, pre-piped with pumps, pipe lines, valves, sight glasses, strainers and lint trap, and is said to require a minimum of installation. Fully automatic or manually operated controls are available.

Further information and technical data on the 65 and other Washex units are available from Washex Machinery Corporation, 192 Banker St., Brooklyn 22, New York.

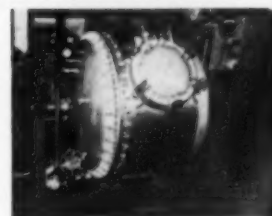
Surface Smoother by Larton



Larton Products Co., Inc., has developed Non-Stik, an aerosol spray designed to keep hot-head surfaces, sleeves, puffers and steam irons smooth and to prevent sticky residues from collecting on their surfaces. When sprayed on equipment, Non-Stik leaves an invisible protective film on any metal surface, hot or cold. It is said to leave no wax residue to oxidize and no accumulation to harden. The product also keeps slickrails smooth and acts as a rust preventative, according to the manufacturer.

Catalog No. 35, which describes Non-Stik and other Larton items, is available from Larton Products Co., Inc., 4234-6-8 Third Ave., New York 57, N. Y.

Orlon and Dacron Dyeing Available From Almore



Almore Dye House, 4412 S. Wentworth Ave., Chicago, Ill., has installed a new machine for dyeing Orlon and Dacron.

The new machine, developed

Something you need!



Cape White

LEATHER FINISH

DYOflex 93
Line

An absolute FLAT white finish that retains leather softness and beauty. Unsurpassed in quality. Blends to make gorgeous pastels in combination with any of the other twelve colors of 93 Line.

Ask your supplier or write direct for information.

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42" GROSSAIR OPEN END TUMBLER

gives you

**INCREASED PRODUCTION
& PROFITS!**

THE
FASTEST
DRYING TIME
IN THE
INDUSTRY



* It is designed and streamlined to the highest degree of drying and deodorizing efficiency. It incorporates every technical advance known to industry . . . plus many exclusive developments pioneered by GROSS.

Like the GROSSAIR 36" and 38" Open-End Tumbler, this piece of equipment with easily-removable, built-in air filter, is designed to balance great volumes of heat and air for drying and dissipating solvent vapors at low temperatures . . . faster . . . in less space . . . at less cost . . . than any other tumbler of comparable size.

Write today for complete information on how to balance your production and increase your profits with GROSS equipment.



GROSS
Machinery Co., Inc.
Founded 1923



Originators and Manufacturers of the
World's Finest Dry Cleaning Equipment

183 HALBERT ST.

BUFFALO 14, N. Y.

for Almore by Gaston County Dyeing Machine Co., Stanley, N. C., was designed specifically to dye Orlon and Dacron as well as those fibers when they are mixed with rayon and wool. Because of the volume of work to be done on this single machine, colors for dyeing are temporarily limited to navy blue, dark brown and dark green.

Drycleaners and dyers who come to Chicago are invited to visit the Almore plant to see the new high-temperature Orlon and Dacron operation.

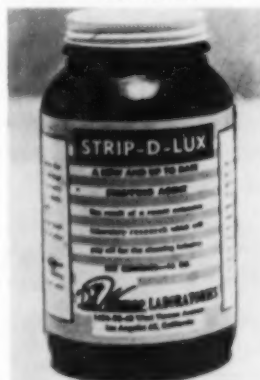
Steam Finishing Brush

The Newhouse Company, Glendale, Calif., has introduced a new combination steam finishing brush designed to speed up the finishing operation. The brush has a die-cast head, special-design valve and hand-drawn nylon bristles that are available medium or stiff.

E. J. Newhouse, the president of the company, reports, "A special feature of our new combination steam finishing brush is that it attaches directly to your steam-air finisher, coat machine or press." With the new brush the operator can steam and card while the garment is still on the steam-air finisher or coat machine.

This finishing brush is distributed through established Newhouse jobbers.

Warco Stripping Agent



Warco Laboratories, 1636-40 W. Vernon Ave., Los Angeles, has introduced a new stripping agent, Strip-D-Lux, developed after extensive research and tests, according to Douglas Ramsey, head of the firm.

The stripper features a moisture-absorbing ingredient said to prevent the powder from hardening or caking in the container. The chemical is also reported to retain its full strength until all is used.

Permafiber Samples

Permafiber Corporation, 450 Seventh Ave., New York, N. Y., has distributed sample books of Permafiber marking-tag stock to jobbers of drycleaning and laundry supplies to introduce its product to the industry. These jobbers will be able to order tags of this stock from the samples for their customers.

Designed for drycleaning and laundry, the tag stock is made in nine colors to go through every process without fading or bleeding. It has a new non-oily surface said to take ink more swiftly and hold it better. The product carries the certified washable seal of the American Institute of Laundering. Sample books of Permafiber are also available to plantowners who request them from the manufacturer.

Contat Represents Pennsalt



JOHN K. CONTAT

John K. Contat has been appointed sales-service representative of the laundry and drycleaning department of the Pennsylvania Salt Manufacturing Company, Philadelphia, according to an announcement by J. Stanley Hall.

Mr. Contat will handle Pennsalt detergents, bleaches, blues, sours and drycleaning products in Houston, Beaumont, Bryan, Galveston, Orange and Port Arthur, Tex. Associated with the laundry and drycleaning industry for his entire career, Mr. Contat served as plant superintendent for many years.

Atlas Research Director

Atlas Powder Company, Wilmington, Del., has announced that Dr. Peter J. Kass has resigned as director of research. Dr. Kass will continue to serve as special consultant on the company's food research program.

Dr. Robert S. Rose, Jr., associate research director, has been

GET AND HOLD NEW CUSTOMERS

The TERGIT FOG SYSTEM was developed to practically eliminate wet-cleaning and board spotting and it is best employed in connection with prespotting but is also adaptable in connection with after spotting.

The TERGIT FOG SYSTEM produces results far beyond what is possible in machine cleaning with a high detergent charge and use of an extraordinary amount of water. Besides, it speeds production at lower cost and it eliminates the hazards connected with using a lot of water in machine cleaning. TERGIT also contains a powerful yet harmless germicide and deodorant and it destroys perspiration and other obnoxious odors without leaving an odor of its own.

The TERGIT FOG SYSTEM can

be taught to an inexperienced operator in a short space of time and can be used on all classes of materials except soft woollens and cellulose acetate velvets.

Quick service plants use the TERGIT FOG and PRESPOTTING SYSTEM so that practically all garments go right through without the need of after spotting, wet-cleaning or the necessity of rerunning through drycleaning and then use the TERGIT FOG and SPOTTING SYSTEM on garments that need it followed by rerunning.

TERGIT and the TERGIT FOG PRESPOTTING and AFTER SPOTTING SYSTEM are original developments of Riverside Manufacturing Company. And many cleaners have been using the TERGIT FOG and SPOTTING

SYSTEM with extraordinary success for a long time. So TERGIT and its use have proved to be of thorough practical value to the drycleaner.

Riverside recommends the use of the TERGIT FOG and SPOTTING SYSTEM in connection with the 1% SUPER SOLTEX charged system of drycleaning and say that if the cleaner will also use Riverside's REE-DRAPE Dry Size to impart new body, feel and finish to lightweight garments particularly, he can do a job that will get and hold new customers and use of TERGIT, SUPER SOLTEX and REE-DRAPE will make him outstanding in his community for he will be selling a benefit his customers can see and feel. Riverside will send full details on request. Address: 4919-27 Connecticut St., St. Louis 9, Missouri.

PAID ADVERTISEMENT

named acting director of the research department. He has served on the Atlas research staff since 1935.

Thompson-Hayward Names Plough Assistant Manager



C. L. PLOUGH

C. L. Plough has been appointed assistant to Charles O. Davis, vice-president and general manager of the Laundry and Drycleaning Supply Division, Thompson-Hayward Chemical Co., Kansas City, Mo. This division serves the industry from warehouse stockpoints operated by Thompson-Hay-

ward and by the company's Carman Division throughout the Midwest and Southwest.

In his post with Mr. Davis, Mr. Plough will supervise from the Carman Division's Kansas City headquarters such functions as branch purchasing control, advertising and sales promotion, and branch office policies and procedures.

Mr. Plough, who has been associated with the Carman organization for the past 20 years, served since 1945 in the executive office of Carman & Co., Inc., Brooklyn, N. Y.

Davies-Young Continues Consumer Promotion

Success with a drycleaning promotion built around an ad in the August 30 issue of *Life* magazine has prompted the Davies-Young Soap Co., Dayton, Ohio, to plan a similar promotion in January. This campaign will be based on an ad in *Ladies Home Journal* stimulating consumer interest in "Lint-free, cling-free" drycleaning.

The ad will point up advantages of the company's Clean-Charge synthetic detergent and will be the hub of a promotional campaign that includes window streamers, publicity releases,

garment stickers and newspaper mats to stimulate business for individual drycleaners, accord-

ing to reports by John R. Young, sales manager of the company's Buckeye Drycleaning Division.

New Plant for Detrex Drycleaning Division



Construction of a new plant in Bowling Green, Ky., to house the Drycleaning Division of The Detrex Corporation is now under way, according to A. O. Thalacker, president of the company. It is scheduled to be completed by April 1955.

The new building will produce all Detrex drycleaning machinery, which has heretofore been manufactured at the company's main plant in Detroit. Mr. Thalacker reported that the growth of the company's drycleaning sales has made it impractical to house all operations under one roof. The Bowling Green site was chosen "to en-

able Detrex to serve that area of our market which represents the greatest demand for our product," he added.

Haertel Awarded Contracts

United States Government contracts for specialized air-handling equipment totaling almost \$300,000 have been awarded to the Walter Haertel Company, Minneapolis, according to an announcement by Walter Haertel, president.

A manufacturer and engineer of air-handling equipment for garment storage vaults and fur-cleaning plants, the company

has been engaged for the past three years in manufacturing specialized filters and air-decontamination equipment. Units made by Haertel are designed to protect the air in personnel shelters from contamination by poisonous gas and atomic radiation.

Fulfilling the recently ac-

quired Government contracts marks a further step in the company's history of service to the armed forces. During World War II the Walter Haertel Company did work for the Army Ordnance Department, the Quartermaster Corps, Marine Corps, Navy and Air Force.

Butler Promotes Two



WALTER L. SMITH



JOHN A. MORGAN

Directors of Butler Manufacturing Company, Kansas City, Mo., have named John A. Morgan to the newly created post

of executive vice-president and have elected Walter L. Smith vice-president of engineering and production, according to an

announcement by Oscar D. Nelson, president.

Mr. Morgan joined Butler 15 years ago and has served in the sales and advertising departments, as assistant to the general manager, as general manager of the company and as a member of the board of directors. In his new post he will help direct the over-all activities of the company.

Mr. Smith joined Butler in 1934 as a product engineer in the stoker division. In 1939 he was appointed chief engineer and later chief production manager. He has served on the board of directors since 1947.

Fry Brothers Relocates

The Cincinnati home office of The Fry Brothers Co. has moved from 1728 Dana Ave. to 3600 Cardiff Ave., Cincinnati 9, Ohio. The telephone numbers remain the same.

Davis Announces Plans for Free Plant Demonstrations

Arrangements have been made by Davis Specialties, Inc., Evanston, Ill., to have jobbers-salesmen demonstrate the Freeman Fabric-Safe Doubleplate

for operators in their own finishing departments, according to a report by D. A. Freeman, president of the company.

According to Mr. Freeman, most distributors' representatives now carry a Doubleplate with them on their calls and are prepared to give free booklets describing the press plates to plantowners and their press operators.

Eaton Founder Honored



THEODORE H. EATON

The late Theodore H. Eaton, founder of Eaton Chemical and Dyestuff Company, Detroit, and Windsor and Toronto, Canada, was designated Citizen of the Month by the Detroit Historical

DOCTOR BOILER

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The Scientific Scale Remover



**Safely Loosens Scale
Prevents Formation of
New Scale
Prevents Corrosion
Prevents Foaming in Boiler
Reduces Fuel Costs**

What "Doctor Boiler" Is!

DOCTOR BOILER is a scientific solution which may be introduced into boiler water under normal operating conditions. It is not a corrosive chemical and it discourages corrosion. It has proven anti-foaming properties and also tends to lubricate internally water level controls and traps. It will not injure hands or damage clothing. DOCTOR BOILER comes to you ready-mixed and requires no preparation whatever.

Sold through jobbers—Write for brochure

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4307 Main Street, Dallas, Texas

SWITCH TO



Qualitex® foam press pad

**and get better pressing
at lower padding cost**

Buy a Qualitex foam press pad this week and compare it with the pads you are now using. You will like the better quality pressing and will find that it actually costs less because of the longer pad life.

5 REASONS WHY QUALITEX PRESS PADS ARE YOUR BEST BUY

1 EXCLUSIVE napped synthetic covering prevents pitting and flaking of foam rubber. It also insulates against rubber destroying heat, thus adding to the life of the pad.

2 EXCLUSIVE metal eyelets, with tying wires, allows tight installation. This prevents pad shifting and resultant pad damage.

3 EXCLUSIVE 1/2" metal rods are at-

tached on both sides of pad to insure an even tension over entire surface when pad is installed. This smooth tight overlap will give you quicker vacuum and steam action.

4 SPECIAL pressing pad formula of AIRFOAM super cushioning by Good Year.

5 GUARANTEED for a minimum of four months.

ORDER YOUR QUALITEX FOAM PRESS PAD FROM YOUR JOBBER.

Quality products company 5760 West Grand Ave., Chicago 39, Ill.

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SOLVINK

REMOVES STUBBORN, HARD-SET STAINS EASILY AND QUICKLY



Solvink, the special formula spotter removes even the hardest stains without rubbing or pounding. It works with a penetrating action that is fast, safe . . . saves you time, cuts finishing costs.

And Solvink is guaranteed safe for all fine fabrics and fast colors when used according to directions.

Order from your jobber, or write us for free samples.

One ½ pint set (2 solutions) . . . \$2.25.

Also economical pint, quart and gallon sizes. And you can use these companion products profitably, too:

- **TANSOL**—for Tannin Stains
- **GREENZYME**—Digestant
- **IODASE**—for Iodine Stains
- **SIZ-IN**—Hat Size

GREENVILLE CHEMICAL COMPANY
P. O. Box 1087 Greenville, S. C.

• SOLVINK • SOLVINK • SOLVINK • SOLVINK •

Society for the month of December. A portrait of Mr. Eaton and some of his letters were on exhibit at the Detroit Historical Museum during December.

Mr. Eaton, who died in 1888, founded his chemical business in 1838. From 1866 to 1910 the firm was known in the chemical,

textile and tanning industries as Theo. H. Eaton & Son. From 1911 to 1947 it was known as Eaton-Clark Company and in 1948 the name was changed to Eaton Chemical and Dyestuff Company. Berrien Eaton, grandson of the founder, is the present president of the firm.

McGowan Joins Stauffer in Market Development Post



H. D. McGOWAN

The appointment of H. D. McGowan as assistant director of market development has been announced by Hans Stauffer, president, Stauffer Chemi-

cal Company, New York City. Formerly associated with several prominent chemical firms, Mr. McGowan will work with Paul S. Brallier, director of market development, and will have headquarters in the company's New York office.

Multi-Clean Expands Floor Liquids Production

Multi-Clean Products, Inc., St. Paul, Minn., has announced expansion of its manufacturing, cooling and storage facilities for floor finishes and floor cleaners, sold through distributors to rug cleaners. The move will increase the company's liquids production by nearly 25 percent in 1955, according to N. H. McRae, president.

With the expanded facilities, the company also estimates a

50 percent increase in wax production, William Philipbar, director of the Chemical Division,

pointed out. The company manufactures over 25 different floor finishes and cleaning materials.

Fletcher Appoints Sauer to Sales Position



HAROLD J. SAUER

Fletcher Works, Inc., Philadelphia, has placed Harold J. Sauer in charge of sales of its new Flow-Clean combination washer-extractor in the Middle Atlantic states. Mr. Sauer, who has had many years of experience in the field, is well known to drycleaners in the territory.

This machine is a companion

to the Flow-Rinse extractor, which rinses by immersing and oscillating garments in the solvent. According to the manufacturer, the washer-extractor requires no special foundation.

New Hoffman Distributor

U. S. Hoffman Machinery Corp., New York City, has appointed Hoffman Machinery Distributors of New York, Inc., 11 Canal Pl., Bronx 51, N. Y., distributor, according to an announcement by Louis Lichtman, division sales manager of the laundry and drycleaning division of U. S. Hoffman. The appointment of the new distributor organization, which will be headed by Leo Brenner and Dave Graham, former Hoffman representatives in the New York area, is in line with the recently established policy of creating area-distributor companies for Hoffman equipment.

According to Mr. Lichtman, the new distributor was ap-

NOW Completely Finished DYEING

Ready to Wear and Use



**Garments
Household Goods
Rugs**

DYED—RESHAPED—PRESSED

WRITE

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PHONE

Let us tell you about our 100% finished dyeing service that enables you to hand over to your customer a dyed item all ready to use. Here are profits for you with no more effort than licking a postage stamp.

General Dyeing Co.

AT THE CROSSROADS OF AMERICA

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TWIST-EMS

The Original
Hanger Tie
Clean Clothes Last Longer

Stop

**COSTLY MIX-UPS
ON MULTIPLE ORDERS!**

**SAVES TIME AND MONEY
ADDS COLOR, TOO!**

Eliminate time and money consuming delays, driver mix-ups, inconveniences, claims, etc. with TWIST-EMS Hanger Ties. Just a quick twist-of-the-wrist

and GROUP ORDERS are LOCKED into a SINGLE, SECURE UNIT.

These handy, wire re-inforced paper tapes are faster and easier to use than cord or other tying methods, and their colorful, attractive appearance pleases customers, too!

Ask your Supplier or write for Free Samples and new LOW Prices. Include Name and Address of your Supply House.

GERMAIN'S
SINCE 1871
TWIST-EMS DIVISION

GERMAIN'S, INC., TWIST-EMS DIV.
Dept. N-1, Los Angeles 21, California



BOCK EXTRACTOR

**Insist On A Bock
and
You Will Have The Best
We have made Extractors
Exclusively For 35 Years**

Sizes 15" 17" 20"

BOCK LAUNDRY MACHINE CO.
TOLEDO 2, OHIO

pointed to service the five boroughs of New York City, Dutchess, Putnam, Westchester, Nassau and Suffolk Counties. The company has hired four former sales representatives of U. S. Hoffman: Irving Panish, Harold Rosenblatt, George Jensen and Sol Shluger.

New Sanitone Territory



JOHN R. KANE, JR.

Pennsalt To Acquire Assets of I. P. Thomas

Stockholders of the I. P. Thomas Company, Camden, N. J., have approved a plan under which the Pennsylvania Salt Manufacturing Company, Philadelphia, will acquire Thomas assets in exchange for Pennsalt common stock. The announcement was made by J. S. Coale, chairman of the board of Thomas, who stated that his company will become an operating division of Pennsalt Chemicals on or before March 31, 1955.

An 86-year-old producer of commercial fertilizers, phosphoric and sulfuric acids and a water-conditioning agent, the Thomas division will further diversify Pennsalt's industrial chemicals line.

Emery Industries, Inc., Cincinnati, Ohio, has formed a new sales territory in southwest Texas and has appointed John R. Kane, Jr., to service Sanitone licensees in that area.

Mr. Kane, who lives in San Antonio, Tex., and is a Marine Corps veteran, joined the company early in 1954. He completed an extensive training program in the drycleaning field, including the NID course for associate members.

Young Honors Trusler on Twenty-fifth Anniversary



Dr. Ralf B. Trusler (left), director of research for the Davies-Young Soap Co., Dayton, Ohio, recently received a 25-

year service pin from R. H. Young (right), president of the company.

During his years with the company Dr. Trusler has been responsible for many developments in specialty soaps, waxes and drycleaning fluids. He is chairman of divisions of the American Society for Testing Materials and Chemical Specialty Manufacturers Association and is a member of the American Chemical Society, American Oil Chemists Association, Indiana Academy of Science and American Association for Advancement of Science.

NATIONAL CLEANER & DYER

Insurance
at COST!

for Thirty-nine Years

"Does your insurance pay you dividends?"

NATIONAL INDEMNITY EXCHANGE
NATIONAL FIRE INSURANCE EXCHANGE
3820 Washington Boulevard, St. Louis 8, Missouri

PEOPLE AND PLACES

SOUTH EAST



Murray Okun and John Emile of Jacksonville, Fla., have opened Dura-Clean drycleaning plant at Seventh and Main Sts. in the Springfield section.

Peerless Cleaners, owned and operated by Mr. and Mrs. Louie Duncan in Benton, Ky., has moved to a new location on Main St.

Mr. and Mrs. G. D. Bell have sold their Somerset, Ky., dry-

cleaning business to William and Gale Wilson.

Zip-Kleen, Inc., has been opened at 1343 Main St., Columbia, S. C., by Tony G. Pappas, who was formerly in the drycleaning business in Charlotte, N. C.

Among the stores scheduled to open in the new Cleveland Plaza shopping center, Clearwater, Fla., is Vogue Cleaners and Washette.

NORTH EAST



Kurkian Bros. Cleaners, 19 W. Park Ave., Merchantville, N. J., has opened its remodeled store to mark the thirtieth anniversary of the firm. Walter and Edward Kurkian operate the business.

Taft Cleaners has leased space in the Twin City shopping center, 952-962 Sherman Ave., Elizabeth, N. J.

Samuel Rubenstein and his son, Alan, have opened Corde Cleaners, 710 Bloomfield Ave., Glen Ridge, N. J.

Mrs. Kathryn L. Bleau has purchased Larry's Cleaners, 142

Cole Ave., North Adams, Mass., from Warren Sanders.

Commodore Cleaners, Troy, N. Y., is renovating the building at 782 Pawling Ave. to provide quarters for a store for its use and for three other stores.

B. A. Speedy, president of Speedy Cleaners, Rochester, N. Y., has announced the opening of the firm's eleventh unit, at 290 North St.

Harry and Sylvia R. Wyman have announced plans to open

Sales Promotion Tips

... For BERLOU Mothproofing Dealers

POINT-OF-PURCHASE AIDS such as posters, signs, window banners, counter cards—anything you place in your window or counter area to remind your customers of your special services—can be tremendous profit boosters.

In reality, they are simple reminders—they imply or suggest to your customer the benefits he or she can obtain by taking advantage of your services. They are your silent salesmen—they take over when your salespeople are busy, or when they forget to suggest and promote your extra services.

Point-of-purchase sales aids should be designed to arouse interest—they should give just enough information to make your customer want to know more about it. Use these aids to promote your profitable services such as Berlou Mothproofing. The Berlou Company provides its dealers with several different types of point-of-purchase aids such as Authorized Dealer signs, window banners, decals, Low Cost Cards, and glass mirror signs. You can take a hint from Berlou advertising when designing other advertising because Berlou's point-of-purchase aids have been tested and proven.

SINCE 1930, Berlou has been the leader in its field—our dealers have found that Berlou promotion pays. National advertising—cooperative ads—decals—free mats and copy—direct mail—pocket and statement stuffers—and the point-of-purchase material all combine to make Berlou the best known and most profitable mothproofing service any dealer can offer.

Present Berlou dealers can obtain free information and advice on any Berlou promotion material by writing directly to the advertising department.

THE BERLOU MANUFACTURING COMPANY
435 Monroe Street Marion, Ohio

Also: The Berlou Company (Canada) Ltd.,
London, Ontario, Canada

NOTE: If you are not already a Berlou dealer, write for our interesting and informative booklet, "Berlou's Profit Builder Plan"—NOW! It's FREE—and it will show you how to add **EXTRA PROFITS** to your business every day. Use this coupon for convenience.

FILL OUT AND MAIL TODAY

OK! Send a Free copy of "Berlou's Profit Builder Plan" without obligation.

Firm: _____

Address _____

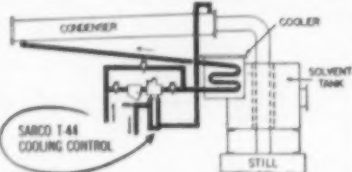
City _____

Zone _____

State _____

Signed _____

Sarco self-operated T-44 Cooling Control, automatically holds water at control point by close throttling of discharge flow. Ask for Bulletin.



"SAVED 2236 GALS. OF WATER—for every 1000 gals. of solvent distilled!"

... So writes Mr. Russell Safar, Park Cleaning Co., Lyndhurst, N. J., after installing a Sarco T-44 Cooling Control (as shown above) on a recovery still on which a hand valve was previously used to control the supply of cooling water.

"The labor-saving and safety features," continues Mr. Safar, "are

even more important than the water saving. This automatic Cooling Control eliminates the need for frequent checking of the solvent temperature and adjustment of the water valve."

Try a Sarco Cooling Control and see the savings for yourself! Contact your local Sarco agent, or write direct.

2061-F

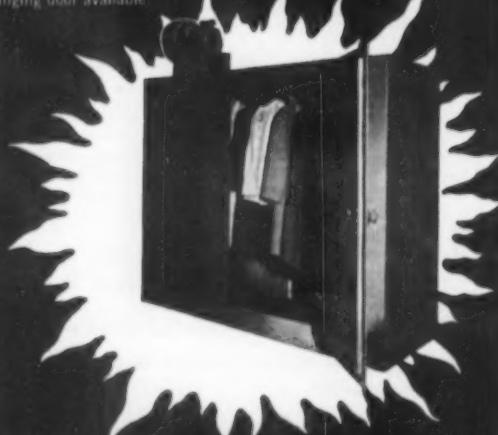
SARCO COMPANY, INC.

Empire State Bldg., New York 1, N. Y.

DRYMASTER

DRYING CABINET

Features exclusive Heatmaster heating unit with Hopkins Turbo duct up draft system. Triple "aircel" insulation. Sturdy hardware. Sliding or swinging door available.



Write for catalog and prices.

Hopkins

EQUIPMENT CO.
HATFIELD, PA.

-FOR TEMPORARY IDENTIFICATION-

THERMO-SEAL TAG-O-MATIC

with Thermo Tape and Tabroll

TAG-O-LECTRIC (Power Stapling)

with Tag-O-Lectric Fiberroll and Staples

TAG-O-MATIC

Tag-Making and Marking Machine with Tag-O-Lectric Fiberroll

-FOR PERMANENT IDENTIFICATION-

RIBBON-RITE MARKING MACHINE

All Textile's Machines use indelible Ribbon-Rite Ribbons

Write for free Booklet on TEMPORARY IDENTIFICATION

TEXTILE MARKING MACHINE Co., Inc.

246 Walton Street, Syracuse 2, New York



Hewitt Cleaners at 234 Haverford Ave., Narberth, Pa.

Lillie Nale has opened Alco Cleaners and Dyers at 20 N. Central Ave., Canonsburg, Pa.

Norman E. Watson and Wallace Clever have filed an application for the conduct of S & L Cleaners in Clarion County, Pa.

James Guy Knight has announced the purchase of Kingwood (W. Va.) Cleaners from Karl Dulany.

Philip Menziatti and Domenic Iannarelli have opened Fi-Del Cleaners, 413 Railroad St., Bridgeville, Pa.

The grand opening of La Grande French Cleaners and Tailors, 2159 N. Grand Ave., Baldwin Station, N. Y., was held recently.



SOUTH WEST

Yoshio Shijo has purchased Echo Cleaners, 6154 Santa Monica Blvd., Los Angeles, Calif., from Pete and Mabel Williams.

drycleaning equipment for their plant in Gainesville, Tex.

Isaac Polie has opened a new branch of Payless Cleaners at First and South L. Sts., Livermore, Calif.

Wilson Hodges, owner of Hodges Cleaners, Overton, Tex., has installed new finishing equipment.

Catherine C. Huddleston has sold West Coast Cleaners, 5268 Foothill, Oakland, Calif., to Ernest P. and Geanne H. Sinclair.

R. A. Weatherford, owner of City Cleaners, 209 W. Main St., Mesquite, Tex., has remodeled his plant and has installed new equipment.

Mr. and Mrs. Doyle Newcomb have purchased Dorsey Cleaners, Albany, Tex. Mr. Dorsey, the former owner, has taken over the Newcomb cleaning plant in Breckinridge, Tex.

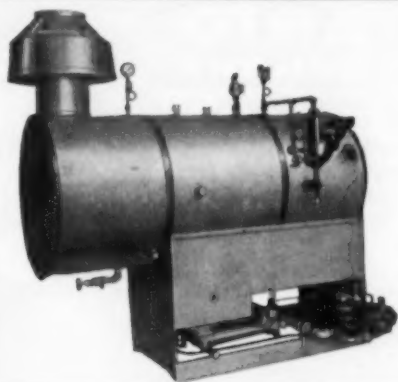
Mr. and Mrs. Fred Roark have announced the sale of Paris Cleaners, Harper, Kans., to Mr. and Mrs. Gene Cleveland.

Leonard Nisenon has leased space for a drycleaning plant in a new building at 4343 Alameda, Corpus Christi, Tex.

John J. Blattman, owner of Wardrobe Cleaners, 352 Lorton Ave., Burlingame, Calif., has announced plans to open a branch at 333 E. Fourth Ave., San Mateo.

Ed and Wayne Miller, father and son, have purchased new

Louis H. Marine has filed notice of his intention to sell Lucerne Cleaners, 5732 Melrose Ave., Los Angeles, Calif., to Hazel Hayes.



GAS BOILERS

Vertical tubular
Vertical flueless
Portable horizontal

OIL BOILERS

Vertical tubular
Vertical flueless
Portable horizontal

Fully automatic units including boiler feed or complete return systems. All boilers ASME Code & National Board.

37th Year

Over 10 sq. ft. heating surface per H. P. all sizes of HRT's.

P. M. Lattner Mfg. Co. Cedar Rapids, Iowa

Dealers & Distributors most everywhere

Mun Q. Lee and Pui Yung Lee have purchased Shanghai Cleaners, 1840 Orchard Ave., Los Angeles, from Esther Y. Kim and Marn K. Kim.

Notice of the intended sale of Eddie's Cleaners, 2501 14th Ave., Oakland, Calif., to Larry and Marjorie L. Ayars has been filed by Eddie Hamazawa.

Willard M. Hill and his son, Willard M. Hill, Jr., have opened Fashion Cleaners in Socorro, N. M.

Helen's Cleaners, owned by Mrs. Helen Smith, held open house recently to celebrate its opening at 413 E. Florence Blvd., Casa Grande, Ariz.

Mr. and Mrs. Soon Lee have purchased Kay Cleaners, 3832 MacArthur, Laurel, Calif. They will change the name to Payless Cleaners.

W. A. Rodenborn, owner of Reliable Cleaners, 7782 Foot-

hill Blvd., Tujunga, Calif., has moved his business to new quarters.

Raleigh E. Freeman and Thomas Y. Freeman have opened Perfection Cleaners at Prairie Ave. and Redondo Beach Blvd., Lawndale, Calif.

Park Cleaners has opened a branch at 4164 Woodruff Ave., Long Beach, Calif.

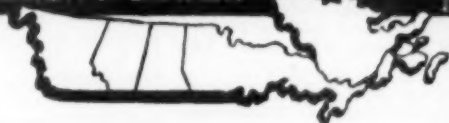
Tom Payne has announced the sale of City Cleaners, Mesquite, Tex., to R. A. Weatherford.

Ronald Perry has purchased O. G. Cleaners, Orange Grove, Tex., from Delmas Seidel.

J. H. Burrow has opened Zenith Cleaners, Denton, Tex., at 511 Fort Worth Dr.

Marley and Mary LaMay have opened LaMay's Cleaners at 1045-47 Swarthmore Ave., Pacific Palisades, Calif.

DOMINION of CANADA



Lawrence Boychuk has opened B. L. A. Dry Cleaners in Kelvington, Sask.

The grand opening of Towne Dry Cleaners and Shirt Launderers, 15 John St. N., Hamilton, Ont., was held recently.

Mr. and Mrs. Evan Hulley have opened Star Cleaners at Kinistino (Sask.).

A new plant for Supreme Cleaners, Fort William, Ont., has been purchased by J. Fucile. Located at 425 S. Syndicate

Ave., the building has been re-modeled by the new owner.

Claude Roland is building a new plant for Top Hat Cleaners on King St. in Beamsville, Ont.

Joe Y. Eng has installed new equipment in his drycleaning establishment in Kelvington, Sask.

Stan Knipe, owner of Hope (B. C.) Dry Cleaners, has moved to a new location at Wallace St. and Third Ave.

Any spot is the "right" spot for...



"SPOTTER"

The Miracle Pre-Spotter for quick, safe removal of all types of stains!

- Ideal for any type of fabric!
- Will not clog dry cleaning system!
- Absolutely odorless!
- Money-back guarantee!

Write—

H. Kohnstamm & Co., Inc.

89 PARK PLACE, NEW YORK 7, N. Y.
(Offices in principal cities)



SAVE UP TO 50%
on HANDLING
COSTS

FREE BOOKLET
SHOWS HOW!



FREE!

ILLUSTRATED
INSTRUCTION
FOLDER

Simple installation procedure shown step-by-step! Shows how you can install-it-yourself, using wrench and screwdriver.

White

CONTINU RAIL OVERHEAD RAIL SYSTEMS

FOR COMPLETE & PARTIAL SYSTEMS

- We provide the inexpensive patented fittings . . . priced as low as 75c each.
- You provide your own 3/4" or 1" ordinary pipe.
- You install-it-yourself. No welding . . . No threading . . . No machining!

Free planning service!

MAIL COUPON TODAY!

Without any obligation to me, please send complete information on CONTINU RAIL Overhead Rail Systems.

Name of Firm _____
Address _____
City _____ State _____
Name _____
Jobber _____

MACHINE COMPANY Inc.

14th St. & Lafayette Ave., Kenilworth, N. J.

WARCO PRODUCTS
guarantee you dependable, safe and economical results. Why take chances

TANNIN STAIN REMOVER SET
most effective spotting agent
SET \$5.00

TEN-MINUT BLEACH
10 lb. jar
\$8.95

SCRAM BLOOD
Gal. \$5.50

ALL-COLOR BLEACH
10 lb. jar
\$6.85

Save a dollar —Buy a Case
Ask your jobber about other Warco Products.

Warco LABORATORIES
1636-40 West Vernon Ave.,
Los Angeles 37,
Calif.

LAUNDRY AND DRY CLEANERS' SUPPLIES

Jumbo Net Pins
Cover Cloth Fasteners
Marking Pins
Safety Pins
Straight Pins
Dry Cleaning Clips

Have the complete Risdon-Remo line at your fingertips. Pictures, specifications and prices make the line easy to order.

And don't forget the three star features of Risdon-Remo service.

- ★ Immediate Shipments
- ★ Complete Dealer Coverage
- ★ A Pin for Every Need

THE RISDON MANUFACTURING CO.

RISDON

NAUGATUCK, CONN. RI-2

Ask your dealer for your copy of this NEW RISDON REMO CATALOG

ONTARIO STEAM BOILERS

POWER STATION EFFICIENCY IN SMALL SIZE BOILERS

Cleaners—Ontario offers the ideal "package" steam units for new plants, expansion or replacements. Get the facts before you plan!

1½ to 20 hp — Gas, Oil or Coal
15 to 140 psi

WIRE OR WRITE FOR FULL INFORMATION

ONTARIO IRON WORKS, Pulaski 2, N.Y.
BUILDERS OF ONTARIO BOILERS SINCE 1892



Paul Browning has opened a drycleaning business on E. Market St., Christopher, Ill.

Mr. and Mrs. Raymond Gilfoy have opened a new branch for Model Cleaners at 102 S. Main St., Clinton, Ind.

Wayzata (Minn.) Tonkaway Cleaners and Launderers has opened under the management of new owners, Edward Johnson and Milton Folsom.

Bill Lealos and Arthur Bydal have sold B & L Cleaners, 611 Fifth St., S. E., East Grand Forks, Minn., to Earl Partlow.

Quality Cleaners has opened in a new building in Brook, Ind., and has installed new equipment.

Don Wollin has purchased Don's Cleaners, 114 S. First St., Watertown, Wis., from Gloria Hotmar.

Uptown Cleaners and Laundry has opened a drive-in branch in the new Cudahy (Wis.) post-office building.

Edward A. Fusco, owner of Fusco Cleaning, Niles, Mich., recently held the grand opening of its newly remodeled plant at 79 E. State St.

Paris Cleaners, 142 N. Main St., Canton, Ill., recently added a new laundry service.

Peerless Cleaners, Carbondale, Ill., owned by Walter Stocks, Harold Brown and E. R. Phillips, has purchased Roth Cleaners, 301 W. Main St., Marion,

Ill., and plans are under way to reorganize the establishment. Mr. Brown will be located at the Marion branch.

Ann, C. S. and Esther Kever have filed articles of incorporation for Star Cleaners, Inc., 3410 E. Jackson St., Muncie, Ind.

Flash Cleaners has opened in the O'Neill Sheffield shopping center, Lorain, Ohio. Branch manager is Frank L. McNabb, a graduate of the NID.

Mrs. Margaret Hickel, owner of Firestone Park Cleaners, Akron, Ohio, has announced the opening of a branch "Drive-In Window" at 3736 Manchester Rd.

The newly remodeled C. O. D. Cleaning and Dyeing Co. plant at 1430 Harrison St., Davenport, Iowa, has been opened, according to an announcement by S. W. Rivkin, president of the company.

Reliable Cleaners has opened a new branch at 20001 Carlisle, Dearborn, Mich., the fifth in its chain.

Paul M. Leffler has announced the purchase of the interest of his partner, Frank Harwick, in Peoples Cleaning Works, N. Third St., Vincennes, Ind.

Loisel Cleaners, Inc., has leased space in the new Bellvue Park Plaza shopping center to be erected at 46th and W. Main Sts., Belleville, Ill.

Charles Brooks, owner of Excel Cleaners, North Vernon, Ind.,

WPR Spotting Guide Chart

HURRY! HURRY!
GET YOUR FREE
SPOTTING GUIDE
TODAY!

The new handy WPR Spotting Guide Wall Chart tells you how to recognize and remove many different types of stains instantly. Post one over your board—see how much easier and faster you work. Get your guide today!

NATIONAL CLEANERS' CHEMICAL MFG. CO.
2807-11 W. LAKE ST. • CHICAGO 12, ILLINOIS

has purchased a building on N. State St. and will move his business there.

Bright Cleaners, owned by J. Ralph Breitwieser, has moved to a new location at 235 S. Main St., Naperville, Ill.

Opening of a new plant at 379 E. Pike, Pontiac, Mich., and two new branch stores in Waterford Township by Ogg Cleaners has been announced by Ellsworth M. and Hildegard Ogg.

Bob Mair has purchased Harrison (Mich.) Cleaners from Howard Stimpson.

Goldman Brothers Cleaners, 214 S. State St., Ann Arbor, Mich., recently held open house to celebrate the installation of new equipment.

Rex Cleaners of Drayton Plains, Mich., has moved to a new building at 4432 Dixie, according to an announcement by Wayne T. Bridwell, the owner.

Dick Helm has purchased Up-land (Ind.) Cleaners and Bob Cowles Cleaners of Summitville, Ind.

A new branch in the Robinwood Plaza addition to Town & Country shopping center, Columbus, Ohio, and one in the Graceland Shoppers' Mart are planned by Miracle Cleaners, Inc. F. W. Grover is the president of the firm.

Howard Dry Cleaners has moved to a larger plant at 2073 Ford Parkway, St. Paul. The company plans to install a fur storage vault.

William Parkins has opened Wardrobe Cleaners at 106 N. Main St., Carrollton, Mo.

LaSalle Cleaners, under the management of Dolor Dollaire, has opened at 201 E. Huron, Vassar, Mich.

Manhattan Dry Cleaning Co. recently held the grand opening of its new Sebring, Ohio, branch at 255 N. 15th St.

Over 300 people attended the open house held by Pence Dry Cleaners at its new building at 445 S. Line St., Columbia City, Ind.

Guardian Cleaners recently opened branches in Ferndale, Royal Oak, Clawson and Berkley, Mich.

Mr. and Mrs. Robert Witthuhn have purchased Acacia Cleaners, Waupun, Wis., from Mrs. Paul Gilbert.

An expansion program is under way to double the size of the Vine St. plant of Alspach Cleaners, owned by Dan Alspach of Bluffton, Ohio.

Work has begun on enlarging and remodeling the building occupied by Crist Cleaners, Washington and Fifth Sts., Goshen, Ind.

Gerald and Leona Lykins have announced plans to open Lykins Modern Dry Cleaners at 117 S. Commerce, Portland, Ind.

Gene DiPietro and Nich Cirino have opened Paramount Cleaners at 29804 Euclid Ave., Wickliffe, Ohio.

W. Raymond Fey and his son, Fred Fey, have purchased Sanitary Cleaners of Rushville, Ind., and will change the name of the establishment to 3F Dry Cleaners. The new owners plan to remodel the building.

Leader Cleaners has opened its eighty-first store at 3400 N. Ashland Ave., Chicago.

Illinois Cleaners, 114 Downer Pl., Aurora, Ill., has opened a new shirt department.

GROSS STAR
Aluminum GRID PLATES

THE SUPER SAFE PLATE
FOR ALL FABRICS
AT NO PREMIUM PRICE!

The Perfect Pressing Job You Always Wanted

THE ONLY GRID PLATE THAT NEEDS NO LINER

PLANT SURVEYS AND LABORATORY TESTS PROVE that new fabrics have created no problems for GROSS STAR users.

Plant owners using GROSS STAR PLATES CLAIM:

- Perfect Finishing Faster and Safer
- More Economical Finishing
- AND press twice as many garments—per the life of the plate... THE TOUGHEST GRID PLATE MADE.

When Ordering, Don't Say "Press Plates"—Specify "GROSS STAR! You'll Be Glad You Did"

GROSS STAR GRID PLATE for Better Pressing

Net \$30 Not \$25
Net \$30
BUT the same LOW PRICE of only \$1485 (up to 46")
Over 46" ... \$19.35
Mushroom ... \$11.00

FOR A STATE ST. CHICAGO 16 ILL. CARLUS 8 8022

Anderson EASY-LOCK DRAPERY PROTECTOR

A GREAT TIME and MONEY SAVER!



No scratches
No torn
fingers

One of the finest tools ever developed for holding drapery hooks during the cleaning process

THOUSANDS NOW IN USE! order today

ANDERSON SPECIALTY MFG. CO.
5 Hunt Rd., W.E., Jamestown, N. Y.

Money
Back
Guarantee

Gentlemen,
Please send me ONE DOZEN Easy-Lock Drapery Protectors. Our check for \$12.00 is enclosed. If we are not completely satisfied in 30 DAYS our money is to be refunded at once.

Name.....
Street.....
City..... State.....

One dependable source for all six sidelines

- ✓ DYEING
- ✓ SUEDE & LEATHER
CLEANING
- ✓ CRAVENETTING
- ✓ GLOVE CLEANING
- ✓ REWEAVING
- ✓ FLAMEPROOFING



It's easier . . . it's more profitable to use Tru Color's "Supermarket Service" for all your special sideline services. Just toss everything in the same bundle and mail it to Tru Color. Your work comes back fast . . . and beautifully processed. Our quarter-century reputation for quality and dependability is your assurance of satisfaction. Try us and see.



• Write for details and trade prices today

America's Mail-Order "Supermarket"
of Sideline Services

24-47 44th Street
Long Island City 3, N.Y.

The fight against polio
is being won. But . . .

It's a BIGGER Job Now!

Join the
MARCH OF DIMES
January 3-31

Polio prevention is a growing reality. It's a bigger job now, because there's more at stake for you, for the stricken, and for healthy children everywhere.

Fight Polio in '55!

Join the
MARCH OF DIMES
January 3-31

ALL YOUR ASSEMBLY PROBLEMS SOLVED OR YOU PAY NOTHING—10 day free trial

CRUSH PROOF Assorting Hooks are guaranteed to eliminate misplaced garments, speed up production, increase efficiency, make your assorting free of ALL trouble or you pay nothing! Corrugated bar holds 3 garments (small hook) and 5 garments (large hook) without wrinkling or crushing. Footproof because your ticket is clipped to hook until garments are checked and bagged. ORDER TODAY!

(100 hooks service about \$500 weekly volume)

100 Assorting hooks 35¢ ea.
Less than 100 hooks 40¢ ea.

5% discount if payment with order

V & W EQUIPMENT CO.

124 S. Blount St.
East Point, Ga.

OBITUARIES

L. E. Johnson of Johnson Chemical & Products Company, Inc., Los Angeles, died suddenly of a cerebral hemorrhage. Mr. Johnson, who devoted his entire career to the drycleaning industry, operated American Chemical & Products Company of Los Angeles, succeeded by Johnson Chemical & Products Company, Inc., which he operated with his sons, Frank and LeRoy, Jr.

Mr. Johnson introduced a number of innovations in the formulation of drycleaning soaps and detergents. He also helped develop the charged system. At the time of his death he was active in the Johnson Chemical & Products Company with his son Frank, who will continue to head the firm.

Mr. Johnson is survived by his wife, three sons and a daughter.

G. Stanley Kunsman, 49, owner of Society Cleaners, Hamburg, Pennsylvania, died recently at his home. A member of the National Institute of Drycleaning and the Pennsylvania Association of Dyers and Cleaners, Mr. Kunsman was also a professional musician. His wife and son survive.

MEETINGS SCHEDULED

January 14 and 15—Michigan Institute of Drycleaning, Inc., Annual Convention, Detroit-Leland Hotel, Detroit.

January 14, 15 and 16—Dry Cleaners Association of the Dakotas, Annual Convention, Gardner Hotel, Fargo.

January 14, 15 and 16—Iowa State Cleaners and Dyers Association and Nebraska Cleaners and Dyers Association, Joint Convention, Fort Des Moines Hotel, Des Moines, Iowa.

January 15, 16 and 17—National Institute of Rug Cleaning, Annual Convention, Statler Hotel, New York City.

January 16, 17 and 18—Canadian Research Institute of Launderers and Cleaners, Annual Convention, Chateau Laurier Hotel, Ottawa, Ont.

January 19 and 20—South Carolina Association of Launderers and Cleaners, Joint Annual Convention with

AID-SOL

with or without Chlorophyll
THE SOLVENT PURIFIER
THAT REMOVES FATTY ACID
 without removing your Charge Detergent
 Write for your copy of NID Bulletin F-10



Carolinas, Georgia and Florida Association, Columbia Hotel, Columbia, South Carolina.

January 21, 22 and 23—Louisiana Laundry & Cleaners Association, Virginia Hotel, Monroe.

January 22 and 23—Oklahoma Association of Drycleaners, Annual Convention, Skirvin Hotel, Oklahoma City.

January 29 and 30—Minnesota Institute of Laundering & Cleaning, Inc., Nicollet Hotel, Minneapolis.

February 10, 11 and 12—Utah State Cleaners Association, Annual Convention, Ben Lomond Hotel, Ogden.

February 11 and 12—North Carolina Association of Launderers and Cleaners, Inc., Annual Convention, Washington-Duke Hotel, Durham.

February 17, 18 and 19—Mid-West Cleaners and Launderers, Annual Convention, President Hotel, Kansas City, Missouri.

March 3, 4, 5 and 6—National Institute of Drycleaning, Annual Convention and Exhibition, Chicago.

March 16, 17 and 18—Texas Laundry and Dry Cleaning Association, Texas Hotel, Fort Worth.

April 15, 16 and 17—Southern Laundry and Cleaners Association, Annual Convention, Captain Shreve Hotel, Shreveport, Louisiana.

April 28, 29 and 30—New York State Launderers and Cleaners Association, Inc., Annual Convention, Park Sheraton Hotel, New York City.

May 6 and 7—Oregon State Dry Cleaners Association, Annual Convention, Eugene Hotel, Eugene.

May 6 and 7—West Virginia Launderers and Dry Cleaners' Association, Annual Convention, Stonewall Jackson Hotel, Clarksburg.

May 12, 13 and 14—Pacific Northwest Launderers and Dry Cleaners, Annual Convention, Winthrop Hotel, Tacoma, Washington.

June 23, 24, 25 and 26—Laundry and Cleaners Allied Trades Association, Annual Convention, Grand Hotel, Mackinac Island, Michigan.

End Weight Guessing with Nu-Weigh Scales

ECONOMY HANGING SCALE \$39.75

With Floor Stand add \$15.00
 The Basket alone 22.00
 The Scale alone 18.00
 Popular and ideal basket-scale for selling service by weight. Approved by Dept. of Weights and Measures. Capacity up to 100 lbs.

Send for
 New 1955 Catalogue



STANDARD SCALE BASKET \$69.50

16" x 18" x 32" heavy gauge steel wire basket with removable plastic liner. Capacity 60 lbs. Scale and basket mounted on steel carriage with 3" ball bearing casters. Weight figures are reflected in magnifying mirror and plainly visible without stooping.

From your jobber
 or write direct.



Send for our 1955 Catalogue

NEWHOUSE CO. 3827 San Fernando Rd.,
 Glendale 4, California.



Easiest to Install
Anyone
Can Do It!

TIME SAVERS
PRE-ENGINEERED

"HI-SPEED" RAIL FITTINGS
COST AS LOW AS 74¢ per foot

The most Practical and Economical Conveyor System for transporting garments within your Plant.

TIME-SAVERS
 97 Walnut St., Montclair, N. J.
 GENTLEMEN: Please send without obligation your FREE booklet on TIME-SAVERS "Hi-Speed" RAIL FITTINGS
 NAME _____
 FIRM NAME _____
 ADDRESS _____
 CITY _____ STATE _____
 NAME OF JOBBER _____

TIME SAVERS, INC.
 83-99 WALNUT STREET
 MONTCLAIR, NEW JERSEY

NATIONAL MARKET PLACE

Where Buyers and Sellers Meet

10¢ a word for the first insertion and 8¢ a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15¢ a word, first insertion; 10¢ a word for subsequent, consecutive insertion. Minimum charge—\$2.00 (new or repeat).

Help Wanted and Situations Wanted ads 5¢ a word for first insertion, 4¢ a word for each subsequent, consecutive insertion of same ad. Minimum charge—\$1.00 (new or repeat). Capitals or bold face type—double these rates.

Add five words if answers are to come to a box number to be forwarded by us.

Be sure to write your copy, name and address plainly.

Advertisements in this department must be in our hands NOT LATER THAN THE 12th OF THE PRECEDING MONTH.

Cash must accompany all orders for advertisements in our classified columns. No book accounts can be opened, as the low charge made does not permit this expense.

Mail Your Replies to Box Numbers to National Cleaner & Dyer, 304 E. 45th St., New York 17, N. Y.

CLEANING PLANTS FOR SALE

TO BUY OR SELL A LAUNDRY, DRYCLEANING OR RUG CLEANING BUSINESS IN NEW YORK, NEW JERSEY, CONNECTICUT OR PENNSYLVANIA, CONTACT RICHARD J. MULLER, Lic. Broker, 89-16 164th St., Jamaica 3, N. Y. Republic 9-3616. 5814-2

For Sale—laundries, drycleaning plants, rug cleaning plants in Metropolitan N. Y. C. area, Westchester, New Jersey, Connecticut, Pennsylvania. If interested in buying or selling, contact J. B. KANDEL, 131-39 55TH STREET, LAURELTON, LONG ISLAND, NEW YORK. PHONE: LAURELTON 8-3991. 4648-2

FLORIDA: Perfect solvent plant, \$15,000 easy terms. Location: bass capital. Area payroll \$30,000,000. Ideal for partners or couple. **ADDRESS,** Box 7080, **NATIONAL CLEANER & DYER.** -9

For Sale—Fully equipped solvent drycleaning plant. Doing \$38,000 business a year. Wonderful location and opportunity. On Florida East Coast. Price \$94,000, one-half cash. Must sell account of ill health. **ADDRESS,** Box 7138, **NATIONAL CLEANER & DYER.** -2

Drive-in solvent plant—launderette. 2-year-old plant, beautiful building. \$50,000 annual gross. Price \$50,000—\$80,000 down, balance easy terms. **ADDRESS,** Box 7139, **NATIONAL CLEANER & DYER.** -2

Wholesale plant for sale. Property included with two apartments. Southern California. \$30,000. \$7,500 to handle. **ADDRESS,** Box 7104, **NATIONAL CLEANER & DYER.** -2

For sale, lease or might consider partner: **MODERN SOLVENT PLANT** with cold storage, located in large Southwestern town, health resort. Ideal setup, above \$40,000 last year. Owner wants to retire. **ADDRESS,** Box 7105, **NATIONAL CLEANER & DYER.** -2

TENNESSEE—solvent plant—gross sales, \$27,500 last year. Long lease, low rent, truck included. Price \$8,000. **ADDRESS,** Box 7130, **NATIONAL CLEANER & DYER.** -2

For sale: Only cleaning plant in city of 3,500. Will lease building with option to buy. Price—\$10,000. All equipment in excellent condition. Health reason for selling. Write H. Dormon, 1322 Michigan Ave., Marysville, Michigan. 7130-2

All retail, half cash-and-carry, long-established petroleum solvent plant. Modern equipment, washer-extractor two-bath, highest prices, in growing community northern Indiana. Will sell with or without building with upstairs apartments. **ADD.:** Box 7133, **NATIONAL CLEANER & DYER.**

Completely equipped solvent plant, \$140,000 gross. Call office, routes, wholesale. Located in one of the fastest growing areas in southern California. Business increasing each quarter. \$20,000 to handle. **ADDRESS:** Box 5885, **NATIONAL CLEANER & DYER.** -2

Complete solvent plant in middle Tennessee. Gross for 1953—\$23,000. New 18 H.P. gas boiler, one delivery truck, three presses. Half block off square on Main St., same location for 25 years. Price \$9,500. **ADDRESS,** Box 7067, **NATIONAL CLEANER & DYER.** -2

MIAMI, FLORIDA: Wonderful opportunity for responsible parties to purchase this **NAPHTHA PLANT**, with no cash down. Grossing \$65,000, annually. **ADDRESS:** Box 5930, **NATIONAL CLEANER & DYER.** -2

RETIRED OWNER will give fine deal to two young men in his fine Southern California laundry plant doing over \$6,000 per week. \$30,000 required. **ADDRESS,** Box 7045, **NATIONAL CLEANER & DYER.** -2

For Sale: Small laundry and drycleaning plant in the heart of Magic Valley, Idaho. Established over twenty years, modern equipment. For complete details and terms, write Buhl Laundry & Drycleaners, Buhl, Idaho. 4085-2

Modern drive-in solvent plant \$25,000 gross. Two branches, all cash-and-carry. Price \$9,500—terms, lease guaranteed. Ideal climate. Shearon Cleaners, 1657 Kings Ave., Jacksonville 7, Florida. 7152-2

CLEANING PLANTS FOR SALE (Cont'd)

RETAIL CLEANING STORE in the heart of busy downtown Manhattan, New York City. On main thoroughfare. Synthetic plant on premises, established 14 years, high return on sales of \$50,000 per year. Unusual opportunity in this well-established business for anyone wishing to settle in N. Y. and desiring an immediate income. For full particulars and appointment—**ADD.:** Box 7114, **NATIONAL CLEANER & DYER.**

SOUTHERN NEW HAMPSHIRE: Well-established drycleaning business for sale. Two stores and two routes. Some wholesale. Established 75 years. Will consider any offer. Sickness reason for selling. Call 77-2708 Albany, N. Y., or write **ADDRESS,** Box 7106, **NATIONAL CLEANER & DYER.** -9

Large drycleaning plant in Sydney, New South Wales, Australia, for sale. Owner retiring. Modern buildings, large block of land, room for expansion. Fourteen (14) modern vehicles. 50 rented stores. 40 depots. Price \$300,000, with \$50,000 bank overdraft available if required. Good profits, business can be increased. This is one of the most modern factories in the southern hemisphere. A real bargain. Address all replies to: M. Myers, 14 Tower St., Vaucluse, **SYDNEY, AUSTRALIA.** 7155-2

Drycleaning-tailor, sales \$650 a week, complete finishing equipment, tailors ladies' suits, 60% cash-carry, downtown, Akron suburb, good lease, priced right. Apple Co., Brokers, Cleveland, Ohio. 7156-2

FOR SALE, WELL-ESTABLISHED, GROSS-EQUIPPED, DRIVE-IN DRY-CLEANING PLANT IN EXCELLENT LOCATION IN CENTRAL WASHINGTON STATE. 1954 VOLUME \$70,000. PRICE IS \$40,000, WISH 1/2 DOWN. WILL SELL REAL ESTATE OR WILL GIVE LONG LEASE AT \$200 A MONTH. ADDRESS, Box 7157, **NATIONAL CLEANER & DYER.** -2

Well-established solvent plant and shirt unit, northwestern Pennsylvania. Storage vault and rug room, 4 stores, 6 routes, 3 apartments over offices. Equipment in excellent condition. Excellent buy. Write: Box 5927, **NATIONAL CLEANER & DYER.** -2

CLEANING PLANTS WANTED

Wanted to buy—drycleaning plant doing no less than \$1,000 per week up. Petroleum preferred. State complete details in first letter. Would consider others. **ADDRESS,** Box 7122, **NATIONAL CLEANER & DYER.** -1

CLEANING PLANT WANTED—Small, well-equipped cash-and-carry plant. State 1953 volume and down payment. Prefer S. Ohio, S. Indiana or Kentucky, in city not over 60,000. **ADDRESS,** Box 7126, **NATIONAL CLEANER & DYER.** -1

PARTNERSHIP WANTED

Great opportunity to buy half interest in a well-established quality cleaning plant in central Texas. All new equipment and A1 location. Money maker, good reason for wanting a partner. Man must have executive ability and know all phases of the business and \$15,000 cash to handle. **ADDRESS,** Box 7150, **NATIONAL CLEANER & DYER.** -9

NOTICE TO ADVERTISERS

To maintain a regular publication schedule, all classified advertisements must be received no later than the 12th of the month preceding the issue in which the advertisement is to appear.

SITUATIONS WANTED

Manager's position wanted, graduate two cleaning schools, highly technical. 20 years in industry, manager's experience, strictly sober. Want something with security and a future. **ADDRESS:** Box 5671, **NATIONAL CLEANER & DYER.** -5

Manager, silk spotter, pleater, silk presser, 20 years experience in all departments. Capable of handling any position independently. Want steady position with future. Prefer New York City. **ADDRESS:** Box 7058, **NATIONAL CLEANER & DYER.** -5

SITUATION WANTED—I am married, sober and reliable. All-around man in drycleaning plant but prefer cleaning and spotting. **ADDRESS:** Box 7125, **NATIONAL CLEANER & DYER.** -5

Laundry and drycleaning superintendent. 27 years experience, married, sober, steady. Best references, prefer South. **ADDRESS:** Box 7127, **NATIONAL CLEANER & DYER.** -5

Manager, silk spotter, thoroughly experienced in all departments. Capable of training help, seeks position as manager or assistant to owner. 40 years old, married, dependable, prefer East. **ADDRESS:** Box 7135, **NATIONAL CLEANER & DYER.** -5

EXPERIENCED SPOTTER or CLEANER, capable of plant supervision. NID graduate, age 34, family man. Wants steady position in Long Island or vicinity. Phone Hicksville 4-4754. **ADDRESS:** Box 7146, **NATIONAL CLEANER & DYER.** -5

Manager. Former small-plant owner with thirty years experience. Qualified spotter, careful cleaner, willing to help in pressing. High school and business college education plus short university course. Single, non-drinker, Southland preferred. Address—Apartment 9, Phone 3487 (leave call-back number), 316 Market, Hot Springs, Arkansas. 7154-5

HELP WANTED

Spotter for well-equipped retail petroleum solvent plant. Good paying permanent position for experienced man who can produce quality work. Working conditions pleasant. Write stating in first letter: age, family status, salary expected, and when you can report for work. Cox Dry Cleaners, Inc., 81 Queen St., Charleston, S. C. 7147-7

Production man, experienced retail synthetic drycleaning store. Business volume \$100,000. Prefer graduate NID or any other institute. Thorough knowledge of spotting and management. Assume full responsibility. Salary plus commission. State experience, age, references. Confidential. **ADDRESS:** Box 7148, **NATIONAL CLEANER & DYER.** -7

Spotter experienced in silk and woolsens. Synthetic drycleaning machine. Volume business \$90,000. Assume full responsibility, production, all departments. State reference, age, salary. **ADDRESS:** Box 7149, **NATIONAL CLEANER & DYER.** -7

Superintendent for petroleum quality plant in Baltimore, Maryland. Must be expert in every department, capable of assuming full responsibility for the operation of the entire business. NID graduate preferred. 1954 volume \$100,000, capacity \$300,000. Owner's age offers unprecedented opportunity with economic security for an exceptional executive. Additional remuneration to be computed on profits. State age, marital status, experience fully, salary to start. **ADDRESS:** Box 7162, **NATIONAL CLEANER & DYER.** -7

SALESMEN-DISTRIBUTORS WANTED

DISTRIBUTORS—JOBBERs for wire garment hangers. Exclusive territories still available. **DIAMOND WIRE HANGER CO., CLAIRTON, PA.** Mfrs. of Wire Coat Hangers. 5669-14

DISTRIBUTORS—JOBBERs—several territories still open for progressive organizations who can take advantage of the finest line of speed rail fittings and accessories on the market today. Write giving details and area covered. **FLOW-MASTER**, 520 Third Ave., Brooklyn 15, N. Y. 7035-14

Field representative for well-established progressive chemical firm. Northern New Jersey territory. **ADDRESS:** Box 7153, **NATIONAL CLEANER & DYER.** -14

Salesman with a large following among cleaners and laundries to sell fur cleaning and storage chemicals. Unusual opportunity with well-known firm. No technical background necessary. Bernard Sirota Company, 620 Smith St., Brooklyn 31, N. Y. 3371-14

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LEARN TAILORING, REPAIRING, DESIGNING AND CUTTING on men's and women's garments. (3 Separate Books.) Free booklets describing these books sent on request. Resident courses also. Master Designer, Dept. K, 400 S. State Street, Chicago, Ill. 5670-18

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HUBBARD DRYCLEANING AND REDYEING SCHOOL, Route 3, Charlottesville, Virginia. Courses offered in drycleaning (petroleum and synthetic), spotting, wetcleaning and dyeing. Study while you work and do both to advance yourself. Catalog sent on request. **A CORRESPONDENCE SCHOOL SERVING THE INDUSTRY SINCE 1932.** 5902-15

DO INVISIBLE REWEAVING IN YOUR OWN SHOP. Tremendous profits for you by giving your customers finest work **AND** prompt service. We teach you how to make tears, cuts, holes disappear from all clothing and fabrics. Earnings up to \$10 in an hour. Learn in days with the original Fabricon method. First in the field. A professional course. Write for **FREE** details. **FABRICON**, Dept. RR, 8342 S. Prairie, Chicago 19, Ill. 5903-15

LEARN TAILORING, REPAIRING, REWEAVING in one of America's finest tailoring schools. 100-hour course \$100. Empire Institute of Tailoring, 422-A East Fifth St., Hazleton, Pa. 7129-15

MISCELLANEOUS

1000 BUSINESS CARDS, raised printing. (1 color) \$3.50; (2 color) \$4.50. Cut insertion, 50¢ extra per 1,000. Samples free. Business Specialties, Dept. CD, 1422 Rosemont, Chicago, Ill. 7151-8

Get and hold new customers with the Super Soltex, Tergit and Re-Drape System. It is simple, low-cost, and no special equipment is required. Read about it on page 107 of this issue. Riverside Manufacturing Co., 4919 Connecticut St., St. Louis, Mo. 7163-8

BARGAINS—100 TALON TROUSER ZIPPERS, \$11.50; 24 SUEDE LEATHER ELBOW PATCHES, \$4.00; 24 KNITTED CUFFS, \$3.00. Ask for free price list of tailor trimmings, buttons, thread, tags, pins, complete line. Nassau Notionhouse, Nassau, N. Y. 5639-8

ELIMINATE THE REMOVAL OF BUTTONS AND BUCKLES. Save on labor—cut down complaints—speed up production. Allow us to place in your plant on approval a small assortment of **SLIP-ON BUTTON AND BUCKLE PROTECTORS**. We know of no better way for a plant manager to judge our product. Over 2,000 plants have used them. **SLIP-ON BUTTON AND BUCKLE PROTECTOR CO.**, 2610 Clay Ave., Fresno 1, California. 3476-8

WHOLESALE DYEING FOR THE TRADE

Our 43 years' experience, your assurance of quality on wholesale dye work. "We Know How." **WHITE'S, INC., Cleaners & Dyers, 2487 Texas Ave., Shreveport, La.** 5459-12

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KRAMER DYE HOUSE, 2435 NORTH THIRD STREET, MILWAUKEE, WISCONSIN, HAS BEEN SERVING SEVERAL THOUSAND CLEANERS FROM COAST TO COAST SINCE 1917. WE OFFER AN UNUSUALLY TOP-GRADE PERSONALIZED, EASY-TO-PRESS DYEING SERVICE FOR PARTICULAR CLEANERS. NOTHING FINER ANYWHERE. ADVERTISING AIDS, POSTERS AND SIGNS WITH FIRST ORDER. THIRTY-DAY ACCOUNTS SOLICITED. 7027-12

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1,000,000 ITEMS WANTED from the closets of YOUR customers for **RE-DYEING** . . . fabric and slick-leather garments, drapes, slipcovers, table and bed linens, shag rugs, etc. **FOR 27 YEARS A LEADER** in the field producing quality work exclusively in a modern plant with finest dyes (including vat dyeing), processes and equipment. **MAIL ORDERS** held in plant **ONLY 48 HOURS. WE HANDLE REDYEING OF ALL RUG SIZES UP TO 20 FEET IN WIDTH ON A TWO-WEEK SERVICE SCHEDULE** . . . write for particulars . . . **NOW. THE ELECTRIC CITY DYEING CO., SCRANTON 9, PA.** 6084-12

MACHINERY WANTED

WANTED: USED HOFFMAN UTILITY PRESSES, any model, any amount. Address: "M.A.T.S.A." Dr. Pasteur 113, MEXICO 7, D. F., MEXICO. 5703-3

IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y., EV 9-6585, will purchase or help you sell your surplus equipment. Send for list or ask for representative. 5202-3

Late-model Shields or Martin drycleaning machine, fully automatic preferred. R. C. Gross, 1179 S. W. 8th St., Miami, Florida. 7007-5

POWER PLANT EQUIPMENT FOR SALE

20 H.P. Leffel Scotch boiler, automatic stoker, controls, new tuyeres and brick. Pass state and Hartford inspection. Langs, Chillicothe, Ohio. 6045-36

For Sale: 20 H.P. upright boiler, oil-fired, return pump, high and low controls, good condition. Selling because of need for larger boiler—\$200. Bowman's Cleaners, 505 Baltimore St., Hanover, Pa. 6071-56

MODEL OGB—3 CLEAVER-BROOKS LIGHT OIL- AND GAS-FIRED STEAM GENERATOR—30 H.P.—200 PSI—440 VOLT ELECTRICAL EQUIPMENT. NEW 1948—USED LESS THAN THREE YEARS. \$2,600 CASH. THE MAYTAG CO., PURCHASING DEPARTMENT, NEWTON, IOWA. PHONE 780. 7164-36

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Prosperity 4A fully automatic synthetic unit, used less than 2 years. Can be seen in operation. Priced reasonably, can arrange terms. Trade-ins accepted. IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y. EV-9-6585. 5200-4

IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y., EV 9-6585, has available laundry and drycleaning equipment from several modern plants, some used only 3 years. Prices reasonable and terms extended. Write for our availability list without obligation. 5201-4

IMPERIAL LAUNDRY MACHINERY CO., INC., 121 Greenpoint Ave., Brooklyn, N. Y., EV 9-6585, are selling for owners of PENN CLEANERS, 207 W. 38th St., New York City—Prosperity laundry and drycleaning unit, Prosperity 40 lb. automatic washer, 2 Mercury 140F cleaning units, 2 years old, tumblers, miscellaneous items. Also available synthetic and petroleum cleaning units, 2-girl shirt units, 5 H.P. Ingersoll-Rand compressor, 10 H.P. packaged boiler. Building must be vacated immediately. Write or telephone for inspection and details. 5417-4

REBUILT TO WEAR WITHOUT REPAIR. Complete drycleaning plants for solvent or synthetic, also complete laundry plants. Large stock on floor ready for inspection. Write for catalog or visit us. IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y., Tel: EV-9-6585. 5199-4

5,000 gal. Hoffman filter—very reasonable. A. H. BEATUS, INC., 494 WESTSIDE AVE., JERSEY CITY, N. J. HENDERSON 3-7400. 7141-4

LIKE NEW—TWO WASHERS AND ONE EXTRACTOR PRICED CHEAP. Hoffman washer 64 x 42", 160 lb., Hoffman washer 92 x 42", 225 lb., and 48" extractor. Washers are direct-drive, motor-driven with reversing controls and panels. Extractor has timing control and circuit relay switch. Total price for all three—\$3,300. O'Connor's Cleaners, River Forest, Ill. 7142-4

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2—Hoffman 140F, motorized oversize washers, 1—30" extractor, 2—140F tumblers, Hoffman, 2—filters, Hoffman, 1—Olson 75 gal. still, 3—pumps, 1—complete hat blocking unit. Ziker Cleaners, 249-51 E. Sample St., South Bend 18, Indiana. 7144-4

5—54 x 70" Hoffman all-metal drycleaning washers. Excellent condition, reasonably priced. Rose & Co., 349 Kingsland Ave., Brooklyn 22, N. Y. 7145-4

60 lb. washer-extractor, petroleum, two-bath machine, used 8 months, \$2,500. Superior Cleaners, 26 Academy St., Forestville, Connecticut. 7012-4

42 x 96" American Buckeye drycleaning washer—2-pocket, belt-driven, all-metal, 5 years old, perfect condition. Cost \$4,000, sacrifice \$300. Premier Cleaners, 2100 N. Monroe St., Baltimore 17, Maryland. 7158-4

For Sale: Martin 81 perk complete with Columbia still and Detrex Synth-O-Saver with all fittings. Excellent condition. Priced for quick sale. Phone or write Towne Cleaners, Inc., Newark, Delaware. Tel: 3822. 7002-4

IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y. EVergreen 9-6585, has late type Sec-o-Matic synthetic unit with solvent saver—Mercury—140F unit—60 lb. automatic stainless perk unit—10 lb. Columbia unit. 7159-4

TWINMATIC—hydro-balanced—washer—extractor—tumbler does all three operations in one open-pocket horizontal cylinder without partitions. Twinmatic uses patented method of jettling fluids to eliminate vibration. Write for catalog on 30—40 and 100 lb. Twinmatic for drycleaning and laundries, sold by Imperial Laundry Machinery Co., 121 Greenpoint Ave., Brooklyn 22, N. Y. EVergreen 9-6585. 7160-4

IMPERIAL LAUNDRY MACHINERY CO., 121 Greenpoint Ave., Brooklyn 22, N. Y. EVergreen 9-6585, has Prosperity 2-girl-unit—American Tiltor unit—Huebsch tumblers—Bock extractors—Pellerin-Milnor automatic washers—Columbia boilers. Complete plants installed and financed. 7161-4

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"40% PROFIT WITHOUT INVESTMENT." Send us garments with burns, rips, holes to be skillfully rewoven by the exclusive **WONDERWEAVE** method. 100 operators, fast service. All work guaranteed for life of garment. No investment, time or labor required. OR, do your own reweaving. We sell equipment for \$12 complete with instructions. Replacement points \$6 each. Write to **Wonder Weavers**, established 1899, 44 Whalley Avenue, Dept. 9, New Haven, Connecticut. 398-29

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REWEAVING (Cont'd)

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FOR GUARANTEED REWEAVING SERVICE ship your next damaged garment to us. We use the real French-Rochester Method only. Send us the difficult jobs that others reject. We will do it right or no charge. **French Textile Co., 428 Avenue A, Rochester 21, N. Y.** 5831-29

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SUEDES AND LEATHERS cleaned and dyed to perfection. Prompt service. Fully insured. Reasonable prices. Ship to **THE SUEDE KING, 1311 East State Street, Sharon, Pa.** 5234-13

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REFINISHING COLORS FOR FULL-GRAIN LEATHER COATS AND JACKETS. All standard colors available. Color card upon request. **Orthmann Laboratories, Inc., 922 North Fourth St., Milwaukee 3, Wisconsin.** 6036-13

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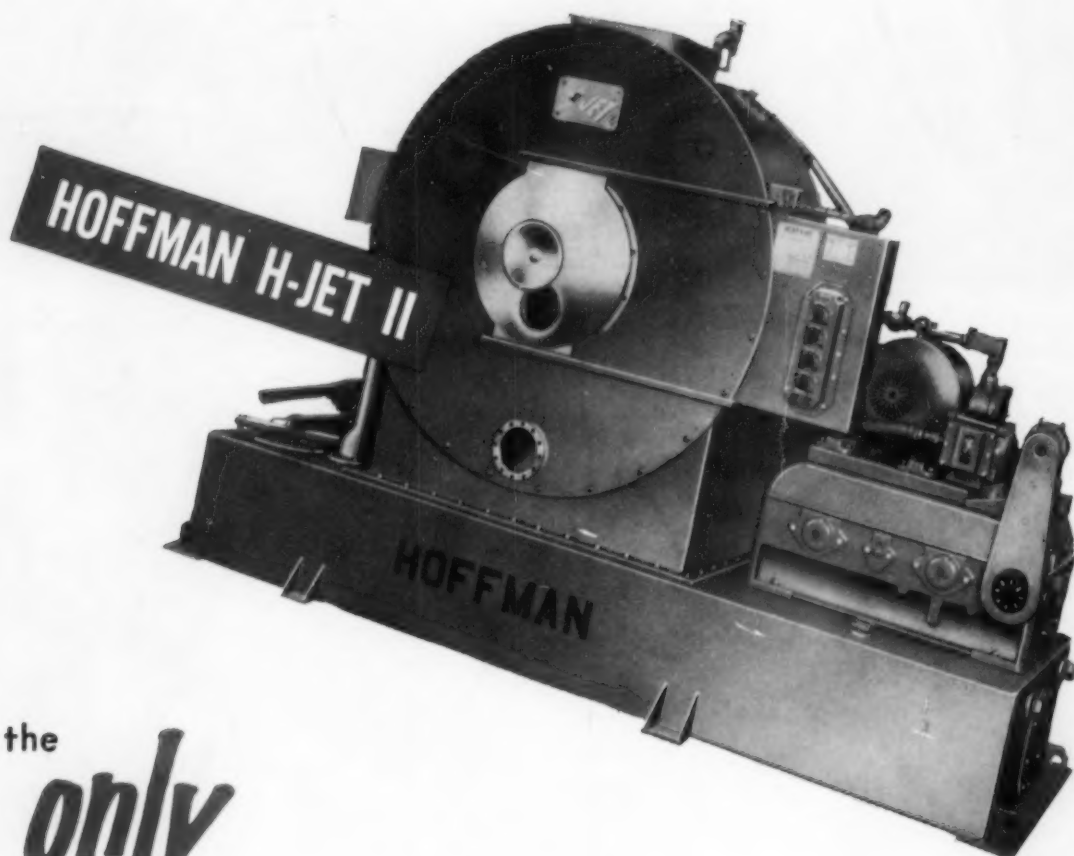


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